

Client: Red & Media

Exhibit/Event: Even Design 2007 – Conference, summit, and event

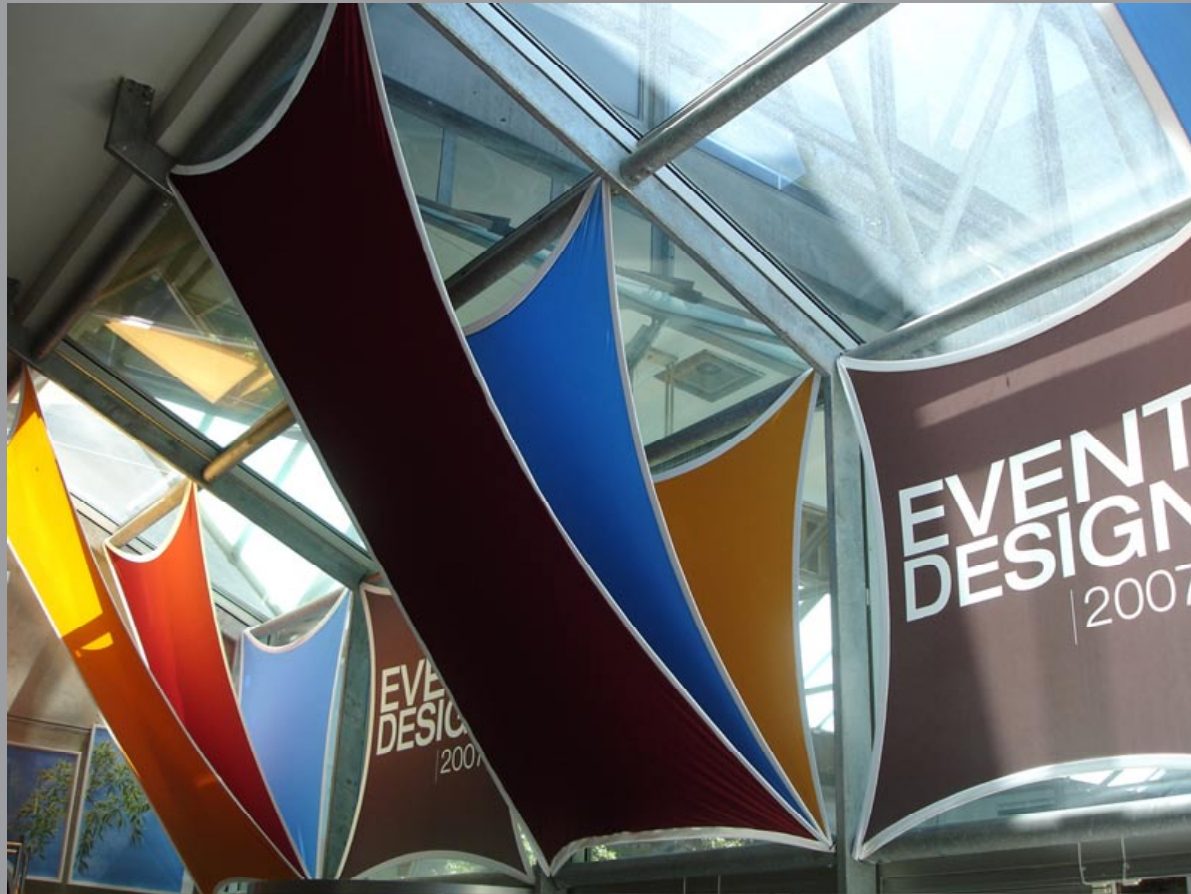
Where: Parsons New School, NYC

Product: Circle Surrounds, Wave Walls, Colonnades, Pinkometry, Divas, Wild Thing,

Goal: To use rental product from existing collections with strategic branding to create a new look

Event Design 2007 is an educational and networking conference for event design professionals. Pink Inc. was asked to create the look of the show supplying an entryway, stage set, event décor, branded registration and environment. We also had to transition the attendees from one location to another, 1 block away.

Our mission was multi-layered : have the attendees know they were in the “right” place as they arrived, brand the event, create a simple yet elegant stage, and highlight the outdoor space.



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Inspired by the 1930's International style building and its environs, we chose to work with geometric shapes from Pink Inc.'s rental line. We mixed existing collections with strategic branding to create a new look. The results were a success, claiming the space as Event Design 2007, while complimenting the existing architecture.

We resolved the transitioning challenge in a uniquely Pink Inc. fashion. At the end of the first general session, our signature Hourglass Divas infiltrated the stage in colorful costume and acted as brand ambassadors, leading the group from one location to the other. Ten Divas, acting as human signposts, lined the way between the venues. A new Pink Inc. costume creation, Wild Thing, (collaboration with Acroback), lead the way on jumping stilts. Not only did the Pink Inc. art-in-motion transition the attendees seamlessly, it also attracted the attention of passerby's and sent cameras into action.

Pink Inc.'s creative design approach left designers talking and looking for more.



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