

double impact displays

Case Study

Client: Sunglass Hut

Brief: To create a display consisting of 250 suspended metal balls and window decals at Melbourne's Crown Casino during the Australian Open.

Challenge:

- The window in the Crown Casino shopping complex is over four metres high, so safety was paramount. We needed to ensure Crown OH&S procedures were followed;
- Security passes and parking access needed to be obtained.

Solution:

- While the design may have been simple, a smooth installation relied on a detailed plan. Our 25 years of experience meant we left no stone unturned;
- Our talented team was able to build a suspension unit onto which we tied the balls directly, thereby reducing the installation time;
- Plinth decals and window decals were also installed.

Result: A fantastic display in a fantastic retail outlet, a happy client and a happy Crown Casino.



CREATIVE

PASSIONATE

INNOVATIVE

COMMITTED