



BLOOMBERG

Environments for
Global Leadership
Forum

A conference for 400
leadership executives of
this financial + media
brand at Sea Island
Georgia.

*This project was
performed while
employed by
Sparks Exhibits and
Environments*

GLOBAL LEADERSHIP FORUM



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An important part of my role, working closely with the Bloomberg Creative Director, included creation of visual direction for thematic artwork and application to screen statics and environmental pieces. On the production side I coordinated with technical producers and motion graphics teams to ensure a consistent application of artwork and color schemes.

SCREEN C 13' x 40' 10 mil resolution text data 18" minimum size	SCREEN A 11' x 16' 3 mil resolution	SCREEN D 13' x 40' 10 mil resolution text data 18" minimum size	SCREEN B 11' x 16' 3 mil resolution	SCREEN E 13' x 40' 10 mil resolution text data 18" minimum size
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indicates 9:16 data visualization area



BROADENING OUR AUDIENCE PLAY-BY-PLAY

TIME	SEGMENT	SCREEN C	SCREEN A	SCREEN D	SCREEN B	SCREEN E	AUDIO
9:55 AM	WALK IN						INFORM
10:14 AM	CORE						TRACK 2 - Better than Ezra - "Good" Start @ 00:41
10:53 AM	NEWS						TRACK 2 - Better than Ezra - "Good" Start @ 00:41
11:11 AM	MEDIA						TRACK 2 - Better than Ezra - "Good" Start @ 00:41

NEW TECH & INNOVATION PLAY-BY-PLAY

TIME	SEGMENT	SCREEN C	SCREEN A	SCREEN D	SCREEN B	SCREEN E	AUDIO
2:25	WALK IN						INSPIRE
2:40	INTRO						TRACK 5 - Feel so Close (Instrumental) by Patrick Lenz; start @ 1:25
WALK OUT TO	4:18 BREAK						TRACK 4 - Feel so Close (Benny Benassi Remix) start @ 1:40
							INFORM

IMMERSIVE TUNNEL EXPERIENCE

TECHNOLOGY/PROJECTOR WALL

BACK OF HOUSE/AV

HIGH SEATING

DIVIDER WALL

LOUNGE HEIGHT SEATING

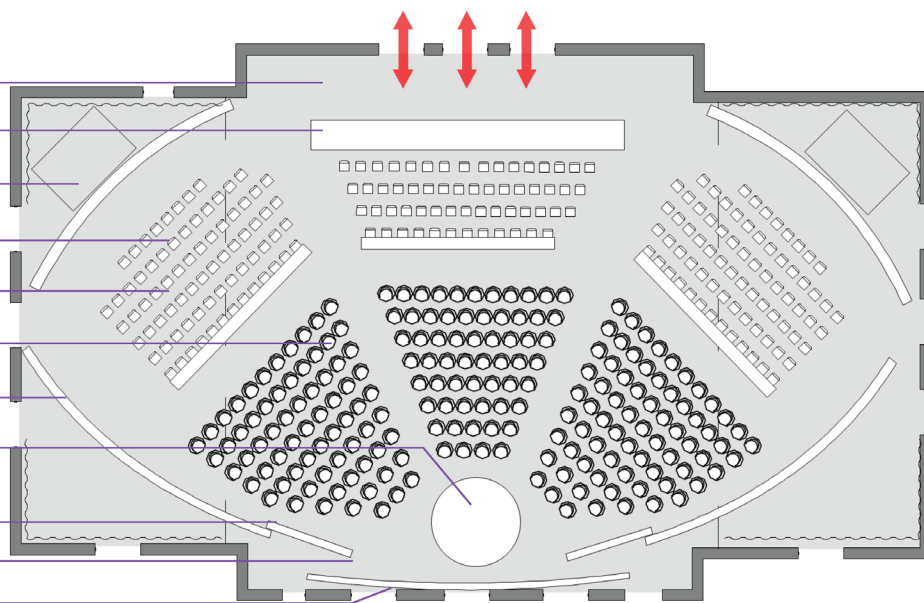
PROJECTION SURFACE

24' DIAMETER STAGE

BRAND WALL BAFFLE (COULD BE STATIC OR MOBILE)

ON STAGE ENTRANCE

PROJECTION SURFACE



Shown at left, artwork development and applications, plenary motion graphic details and guidance provided to the vendor teams.

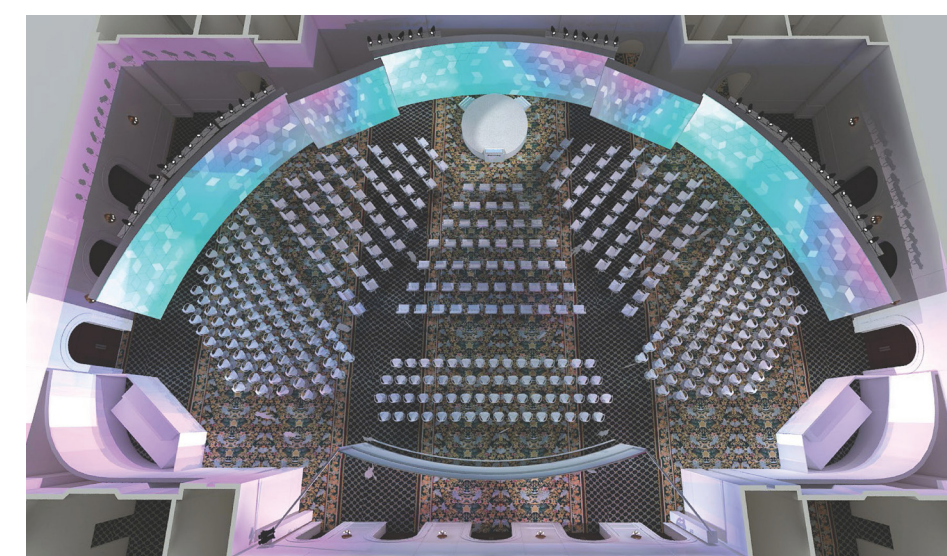
BLOOMBERG

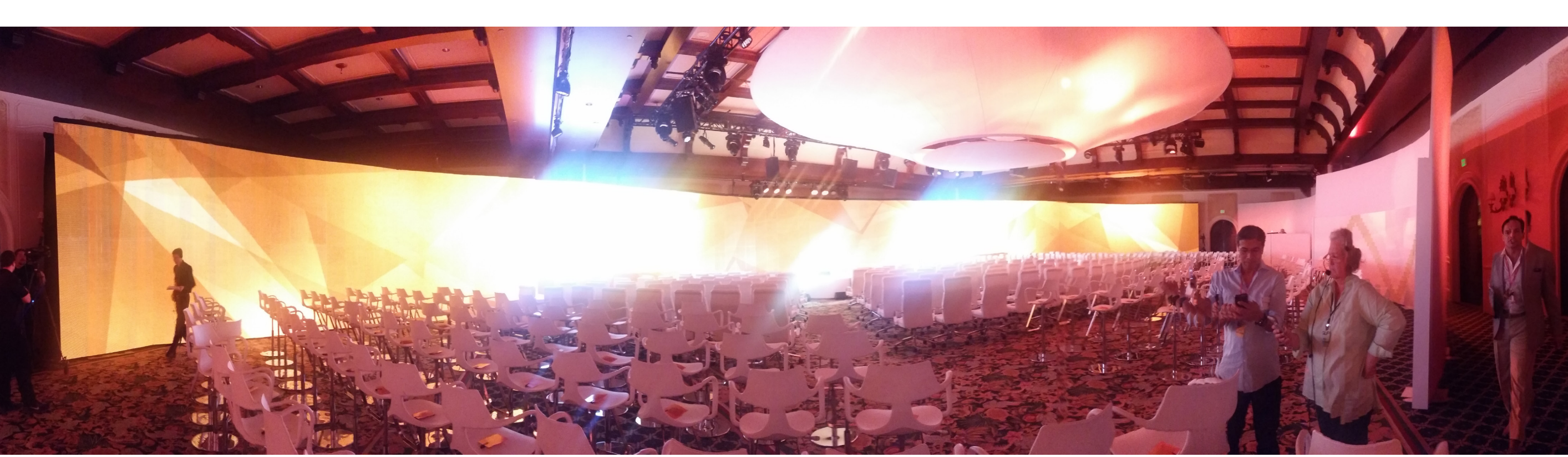
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Attendees spent the majority of their time in the immersive plenary environment, during the 3 day conference,

The entrance sequence featured a curved wall, saving a moment of dramatic reveal for the incredible 150' screen presentation that wrapped the room.

Here the artwork creative came to life as an immersive motion experience with animations that moved from one end of the screen to the other - ensuring the audience all had great use of the swivel chairs used as seating.





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Color schemes were tailored to content delivery that shifted hues throughout the 3 days.

The curved entry wall had a magnetic surface that was utilized as a team building exercise, creating a collage of attendee notes collected over the course of the 3 day event.

