

TAO PRODUCTIONS CASE STUDY

Title:

L'OREAL REDKEN TRIBE AWARDS

Brief:

To produce and manage an International Awards Ceremony for a major international client for an audience of 1,600 international hair stylists.



Client:

Style By Solares Creative Agency

Objectives:

To create a safe and successful event that has three stages, which included a full band stage and one catwalk. The event had to have a full audio-visual facility with screens and television recording for a DVD to be produced and distributed to client's worldwide customers. The venue an open plan arena had to built with dressing areas backstage and VIP champagne reception foyer from of stage with the venue split into three separate rooms. Production management and crews were required to facilitate a full band performance, international guest DJ and catwalk shows from awards winners.

TAO Productions undertook:

- Computer Aided Design of the venue with full plans produced as required for operational and emergency planning duties.
- CAD 3D /2D designs for stages and stage sets.
 - Full safety and emergency planning documentation for the event supplying a safety and fire safety manager for the event.
 - Procure, Specify and Manage all production elements for the event and show including sound systems, stealth screens, projection screens, intelligent/generic lighting and stage set.
 - Managing staging and structures for full television/DVD recording.
- Build VIP entrance area with staging, art areas, catering and bar facilities.
- Build backstage area including production area, fifteen dressing rooms, green rooms, judges area and make-up/hair facilities.
- Supply crew including production and event personnel, riggers, managers and electricians.



Event Reviews and Testimonials':

"This is the second time we have been contracted by L'Oreal for this event and the production by TAO this year has surpassed all of our expectations; their professionalism and flair has made this event the best ever."

Wren Solares.

"It was a spectacular event made possible by the tremendous hard work of crews who took a blank arena to a high quality catwalk show in 14 hours."

etNow publication

"More than 1,000 excited guests gathered in Battersea Park for Redken's Tribe 08 event. All were hoping to be wowed by a celebration of British hairdressing and they certainly weren't disappointed."

"From the-inspiring theatrical show of a marching band and drummers that kicked off the show to the host, uber cool presenter Alex Zane, and the nibbles; pan asian cuisine and fresh homemade sushi; Redken really had pulled out all the stops."

Hairdressing Journal

