



CASE STUDY



IMAGINE | CREATE | DISPLAY



CLIENT:
Clifton Presentations

SCOPE OF WORK:
Multiple TRIGA® MAX stand alone displays to act as backdrops for the northern episode of the 'Pitch to Rich' competition.

SYSTEM SPECIFICATIONS:
2.5m high x 4m wide walls
2.5m high x 2m wide walls



PROJECT OVERVIEW:

The "Pitch to Rich" event is where individuals pitch their new business ideas direct to Richard Branson with the hope of attracting investment funding from him. (For example like "Dragons Den"). The entire event was streamed live on YouTube so it was essential that the backdrops did not reflect any light and create issues with the film crew. Desks and chairs were arranged in front of the backdrops post these setup photo's being taken.

The event was at The Lowry, Salford Quays and our team had a tight timeline to get everything set up. The back walls all had to be built within a 2 hour time slot prior to filming.

BENEFITS:

TRIGA® Max was the preferred product because it's lightweight and quick set up, yet the structure is ultra sturdy and will not cause issues if accidentally bumped.

Using textile graphics provide a reflection-free surface with bright colour when printed which makes for a striking finish.



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