



# Bridgestone

Press Event

For the launch of the new summer/winter tires (Potenza S001 - Blizzak LM32) Bridgestone organised a spectacular press event on the top of one of the most prestigious buildings in Milan. A portion of the event included a 3d projection mapping video installation, We created an immersive experience which enabled the audience to explore the different tyres features, while these perform on different weather conditions.



# Boss | McLaren

30 years partnership

Late 2012, Milan's Piazza San Babila became the canvas for a spectacular show commissioned by Hugo Boss to celebrate its 30-year partnership with McLaren Formula 1. To commemorate the event, different brand activations were planned both inside and outside the retail space. Christie - the projectors manufacturers- listed the event between their case studies for its complexity and impact delivered,