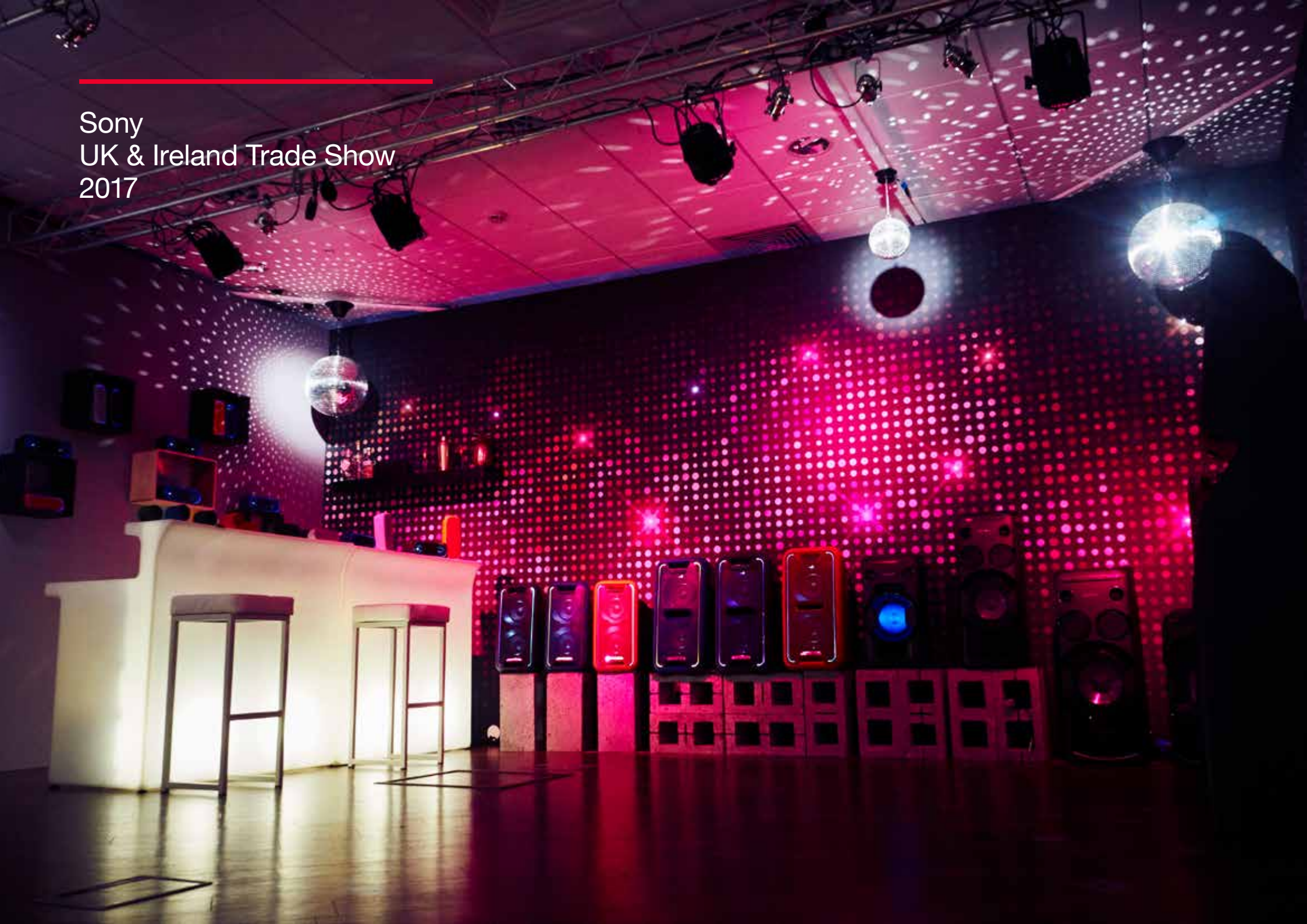

Sony
UK & Ireland Trade Show
2017



understand.

The Sony UK Trade Show is annually held in late January for a three week duration and showcases the highlights and new releases from product categories; Digital Imaging, Sound and TV & HAV. 2017 was the third year in which Crown were commissioned to creatively produce and oversee onsite logistical management of the show. Whilst the European shows are led by a pared back sophisticated aesthetic, the UK event requires a more playful and youthful approach to design, whilst still retaining Sony's premium brand image of course.

create.

Following on from the European TV event in November we updated and adapted the environments already in-situ. We added two further product experiences for Sound and Digital Imaging and transform an Atrium into a relaxed lounge dining space. Our objective this year was to focus on spaces that exude warmth through layout, lighting and use of materials with bespoke installations that can delight audiences. We built a Jungle which allowed ample opportunities for a variety of photography demonstrations. We produced a lo-fi film to suggest 'On the Move' and used this as a large projection backdrop within the Sound room. Both of these creations are notable as have already been commissioned for future projects and in-store activity as a result of their showcase here.

deliver.

This creatively led project gives us the opportunity to have fun and showcase our quirky and clever approaches to a brief. The Crown team and Sony Project Managers work in partnership to deliver a richer more memorable experience each year. Our challenge is how we can reinvent the event within the same location year on year, with a conservative budget. It's team work, enthusiasm and a key eye for trends that allows us to consistently deliver on this.

