

A large, artistic sculpture of a golf club, specifically a driver, is the central focus. The club head is a sleek, silver, aerodynamic shape, and the shaft is a thick, dark grey tube that loops into a large circle. The sculpture is set against a backdrop of a large, classical-style building with a central portico supported by columns. The sky is blue with scattered white clouds. In the foreground, a group of people is gathered on a grassy area, some looking at the sculpture. The overall scene is bright and sunny.

CREATIVE EVENTS

LINKS

Hugo Boss Yacht Christening

Hamburg, Germany

Inspired by the remarkable atmosphere of Hamburg's Harbor, LIGANOVA staged a lavish event for Hugo Boss to celebrate the official christening of the Hugo Boss sailing yacht. High above the heads of the 1000 VIP and celebrity guests, a giant crane slowly lowered the 300-ton yacht into the dock. This spectacular event was accompanied by a breathtaking lightshow from Berlin light designer Gerd Hof, whilst an exclusively developed sound by DJ Westbam complimented the visual experience. The array of lighting was vast, with a total of five million watts illuminating the Hamburg harbor during the traditional champagne christening ceremony.

Immediately following the service, the old fish auction hall became a party location. The unique industrial atmosphere interplayed with a colossal installation of disco balls, together with driving beats to provide the appropriate after-show mood. Culinary delights such as currywurst with gold leaf as a midnight snack completed the evening

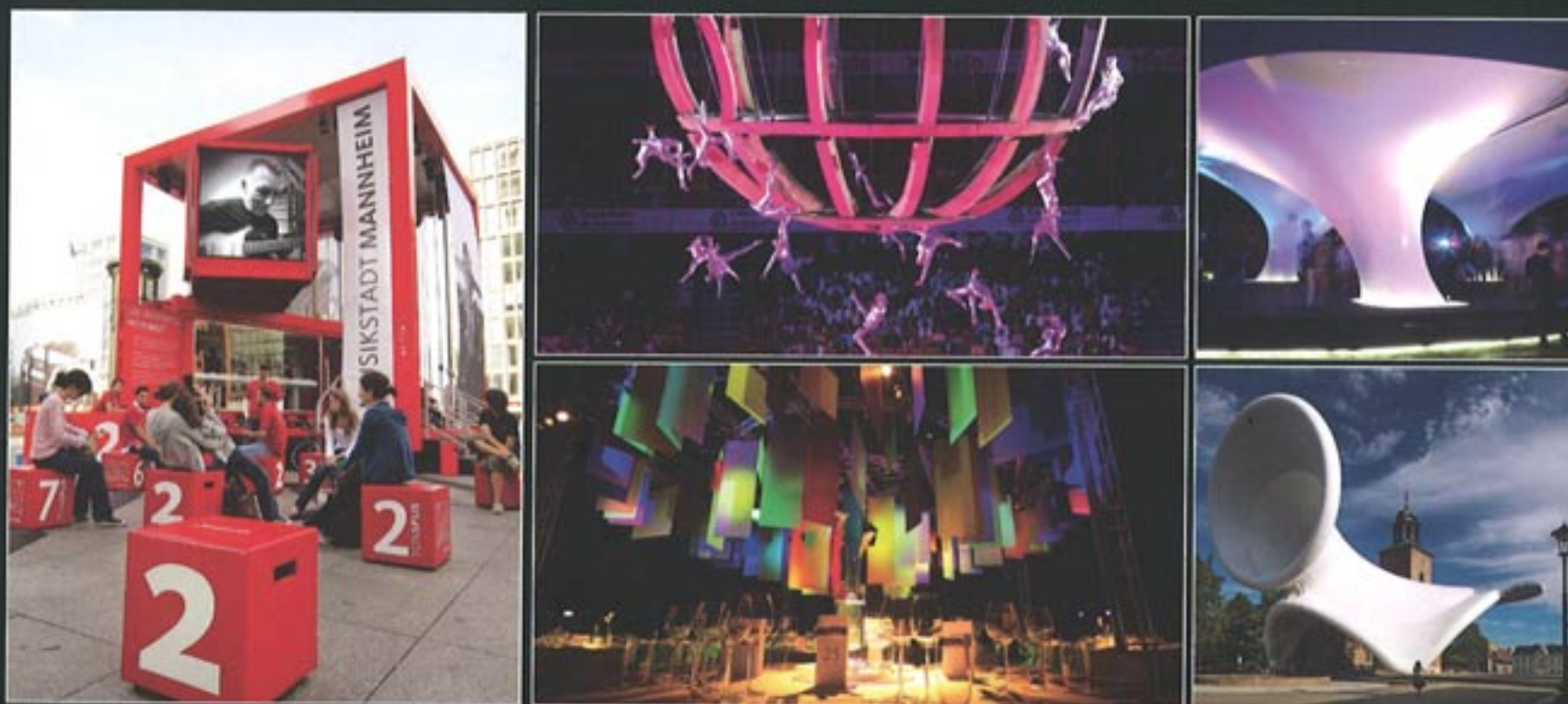
Design: Liganova

Light design: Gerd Hof

Client: Hugo Boss

Photographs: contributed by Liganova





This book presents an extensive selection of some of today's most successful cultural and corporate events, created by world renowned architects and designers. The examples brought together in this publication constitute a first class display of the latest trends and styles in the organization of events, in which architecture, interior design, lighting and new technologies and materials all play a fundamental role. The projects included demonstrate a wide variety of different design strategies for creatively and functionally transforming event spaces to suit client requirements. More than 50 events have been thoroughly documented with explanatory texts, full-color photos and plans. Creative Events is surely an essential reference tool for corporate marketing professionals and a rich source of inspiration for students who wish to enter the creative world of innovative and communicative event design.

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