

Oxo Tower

LAUNCH PARTY FOR CLIENT'S NEW CORPORATE IMAGE

Guests: 500

Venue: Oxo Tower

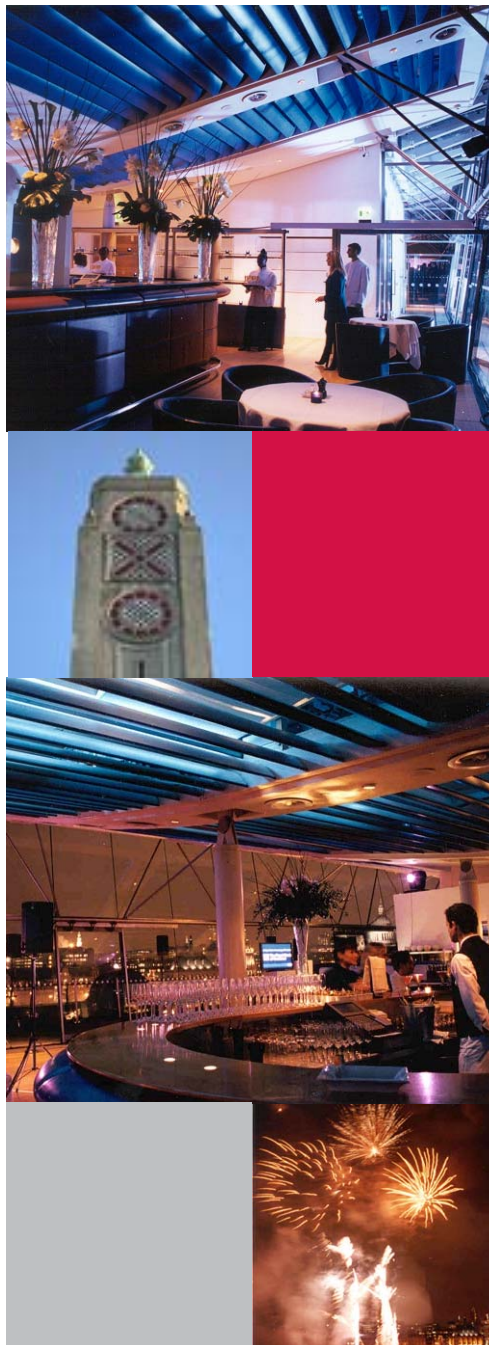
Contemporary décor and lighting at the Oxo Tower worked perfectly with the client's new corporate image.

Use of the hi-tech lighting enabled the expanse of glass overlooking the River Thames to be re-branded with logo images. Blue colourwash created tunnels and ambient areas with spinning logos projected onto the pavement ten floors below.

The two exclusive restaurant areas were transformed into unique, but cleverly linked "party" spaces, a massive "dummy" wall inset with plasma screens relayed the live action of the revellers in the brasserie to the restaurant.

Exotic bowls of food werespecially created and circulated by the "Oxo", with guests having the opportunity to dine, if preferred, with a unique "café environment"

The evenings performance of superstar favourites, Viramondo thrilled and excited the guests with stunning costumes and rhythms. On cue the river Thames was closed and fireworks lit up the night sky to the sounds of Vanessa Mae.



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