

Võistlustöö: Jalajälg 20 juubel, 20. detsember 2016

Klient: AS Jalajälg

Ootused ja eesmärk:

Kliendi põhieesmärk oli luua nii ruumi- kui ka programmi lahendus, mille sarnast Eestis pole ligilähedaseltki tehtud. See pidi üllatama igas detailis, igas muljes ja igas hetkes igat külalist kes oli kutsutud. Samuti pidi see üllatama artiste ja tegijaid endid. Eesmärk oli kutsuda parimad kliendid, sportlased, koostööpartnerid ja grupi töötajad üle Baltikumi. Küllastajate numbriks oli esmalt 650 inimest. Eesmärk oli tuua Saku Suurhalli kogu Eestis saadaolev parima kvaliteediga LED-ekraan, jagada see 8 erinevaks hiiglaslikuks pinnaks ning luua sellele sisu mis pidi hämmastama igal hetkel.

Elluviimine:

27. novembril toimus esimene sisuline koosolek, mille käigus lepiti kokku üldine ruumikontseptsioon, tehnilised lahendused ning programmi ülesehitus. Aasta kõige kiiremal ajal, vähem kui ühe kuuga teostasime lahenduse, mille sarnast Eestis varem tehtud ei ole.

Me tellisime 7000 ruutmeetrit valget kangast Saku Suurhalli seinte katmiseks ja 4000 ruutmeetrit valget vaipa, lisaks rentisime 4000 ruutmeetrit õhulist valget kangast lae katmiseks. Rentisime ja täitsime sisuga 560 ruutmeetrit LEDi mille jagasime kaheksaks erineva sisuga pinnaks. Ainuüksi sellele lahendusele sobiva protsessingu leidmine oli suur väljakutse helgematele peadele. LED-ekraanidest moodustasime 5 hiiglasliku Nike jooksukingade klassikalise kuju ja kujundusega oranži karpi, mis tõusid erinevatel hetkedel üles ja millest avanesid erinevad maailmad, esinejad jne. Vähem kui kuuga pidime leidma 20 erinevat tippartisti Baltikumist ja välismaalt (detsembris!), kellele ülesehitada väga paljudest lühinumbrist koosnev tihe showprogramm. Iga artistile ja/või etapile programmis eelnes või saatis spetsiaalselt loodud videoklipp või animatsioon.

Kogu programm koosnes 190 erinevast elemendist, üleminekust või muutusest.

Tulemus

Soovijate tohutu surve tõttu kasvas küllastajate hulk algse prognoosiga võrreldes kahekordseks.

Me suutsime luua Saku Suurhalli kujunduslikult ja tehniliselt uskumatu keskkonna, kus naeratus ja üllatus ei kadunud inimeste nägudelt terve õhtu vältel. Tulemus rabas ka kogu tehnilist tiimi ja artiste. Ühe kuuga komplekteerisime meeskonna kuhu kuulus kokku üle 300 inimese. Tegime koostöös kliendiga programmi milles osales 114 inimest.

Kõik püstitatud eesmärgid said täidetud. Külaliste ja artistide tagasiside on jätkuvalt ülivõrretes.

Entry: Jalajälg 20 anniversary, 20th of December 2016

Client: AS Jalajälg

Expectations and goals:

The main goal was to create both spatial and program solution which has not been made in Estonia before. It was aimed to surprise in every detail, in every impression and in every moment for all guests who had been invited. Also, it was aimed to surprise the artists.

The purpose was to invite the best customers, athletes, partners, and employees of the group from the Baltic States. The nr. of the guests was intended to be 650 ppl. The goal was to get the best quality LED displays to Saku Arena, divide them between 8 different huge surfaces and create the content that amazes every moment.

Execution:

On November 27th was the first meeting where the general concept of space, technical solutions and program design was agreed. We created the event that had not been done before in similar format with less than a month - in the busiest time in the year. We ordered a 7000 square meters of white cloth to cover the walls of the Saku Arena, 4000 square meters of the white rug, in addition to the rented 4,000 square meters of airy white fabric for cover the ceiling. 560 square meters of LED surface was filled with different content – screens were divided into eight sections of different content. Finding the right processing for this solutions was major challenge. Five giant orange Nike running shoe boxes were shaped from LED screens that were risen up at different moments unfolding different worlds, performers, etc. In less than a month, we had to find 20 different top artists from the Baltic region and abroad (in December!) on whom to build up a dense show program with many small performances. Special video or animation program was made for each artist and/or performance. The whole program consisted of 190 different elements, transitions or changes.

Result:

Due to tremendous pressure the client had to double the number of visitors.

We were able to create an event that was technically incredible and had a wow-effect in production design. A smile and surprise on the faces of the people was not lost during the whole evening. The result was striking also for the technical team and the artists. In one month we created the team of more than 300 people. Together with the client we worked and carried out the program with the participation of 114 people.

All goals and targets were completed. The feedback of the guest and artists continues to be fantastic.