



Entertainment of Immortals



Task

Kroonika is Estonia's leading entertainment and celeb mag. Targeted towards people who want to know what's actually going on and a medium for those who want to present their charismatic character and lifestyle.

Our task was to organise their most important annual gala – Kroonika's Entertainment Awards 2016. The event hosted 500 Estonian stars and entertainment personas. They were acknowledged and the brightest stars were awarded for their last year's accomplishments.

Expectations

The event had to be pompous, entertaining and make a brilliant whole. Also, it had to confirm that Kroonika is still the number one glam magazine and the gateholder to our entertainment business. In addition, offer enjoyment to TV-viewers.

Execution

There's nothing that beats the parties of antique gods. Olympian gods are the immortal stars who really know how to enjoy and people used to throw massive festivals in their honour. Therefore, we planned to organise a real dionisia to honour the stars and offer them something divine.

Firstly, we sent the guests invitations with a hand-painted sea-foamy Aphrodite and suggested they should wear freefloating kitons, himations or other beautifully antique garments.

The event was staged and directed by the specialist of grand spectacles – opera director Neeme Kuningas. We created an environment decorated with antique embellishments. Golden and blue garments, meander and hosts in kitons created a rich antique atmosphere. The main focus was on the stage that symbolised Olympos with its ionian pillars, steps and podiums.

The event itself was hosted and led by Aphrodite and her companion Eros who performed a poetic antique comedy and awarded Estonian stars in the process. They were assisted by different gods and goddesses.

Results

Timeless entertainment was enjoyed by 108 000 TV-viewers. The event received praises from Kroonika's head editor Krista Lensin. All of the stars that attended the event grew the brightness of their starshine by five magnitudes.