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adidas 4D launch – Case Study

Project Summary

Client: The Marketing Store

Location: adidas flagship store, Oxford Street, London

Timeline: 3 weeks

Onsite: Overnight install ahead of opening for a three-week run

Key Equipment

- disguise 2 x 2 media server
- Astera Titan tubes
- LED tape
- Pixel-mapped LED strips
- 1.9mm pitch LED wall panels



Technical system design for adidas Futurecraft 4D pop-up launch activation

The Project

To coincide with the launch of their new flagship store on London's Oxford Street, adidas wanted to create a pop-up retail activation to further engage with their customers. Consumer engagement agency The Marketing Store (TMS) were employed to develop and execute the concept for the experience and White Light (WL) provided all the technical design and solutions to achieve this.

The Brief

To create an interactive launch zone, located within the entrance of the store, to explain the science behind how the new adidas Futurecraft 4D shoe sole is made. With the new store being adidas' most digitally advanced flagship to date, the brief called for a highly dynamic and innovative AV solution.





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The Delivery

WL's Senior Account Manager & Creative Producer, Richard Stirzaker explains: "After the conceptual design and development phase, we had just over one week to design the technical solution. Despite the short timescale, we have worked with TMS and creative construction specialists Scott Fleary before, so we all collaborated effectively to bring the different project elements to fruition. Working from high-level concepts created by TMS and lead Production Designer, Toby Kalitowski, we specified the technology to bring these to life. Benefiting from our close working relationship with the highly skilled Scott Fleary team, the extremely tight fit-out schedule was achieved. Our engineers worked in close coordination with their team to execute both the physical and technical builds onsite simultaneously."

WL provided all technical design, logistics planning and onsite installation. A central display showcased the unique features of the product, this was enhanced with pixel mapped LED strips and custom LED screens built into a bespoke set. Additional large tubes, finished with a mirror film wrap, displayed an illumination of the Futurecraft 4D sole backed by perspective-mapped LED video content to help explain the revolutionary manufacturing process. A disguise media server was utilised to power all digital content.





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The Results

Chris Bennett at TMS comments: “This was a challenging project, working within a brand-new space and with a tight schedule for the overnight install. However, our client was blown away by what we achieved. It was a pleasure working with the WL team and once again their AV expertise and innovative approach to solution design really helped us to deliver an incredible activation experience.”



Contact us for more information

Events@WhiteLight.Ltd.uk

+44 (0)20 8254 4870

www.WhiteLight.Ltd.uk | www.VenuesWL.com

