



Event
XXXX State of Origin QLD Maroons Season Launch

Venue
Royal International Convention Centre

Audience
300 Pax



Brief

This was the first year the client had held the launch in one of the Halls at the Royal International Convention Centre, and the launch needed to be bigger and better than the last! The importance of the team announcement was paramount as the guests and media would be the first to learn of the 2016 XXXX State of Origin QLD Maroons team line up. Furthermore, whatever the media captured would be broadcast on National television and online to the remainder of the country!

Working closely with the Queensland Rugby League client, Microhire designed and delivered a concept that went and above and beyond meeting the client's expectations. The customised vision concept incorporated a reveal that had yet to be done at the Royal International Convention Centre – dual projection screens mounted side by side portrait style, essentially creating a large projection surface that opened up like two large doors to reveal the team!

One thing was clear – the vision needed to be high impact. Additional dual projection screens were flown either side of the stage and utilised to capture camera footage live to screen, while the central portrait style projection screens showcased the main content of the night.

Prior to the team being revealed, custom vision content was played on these central screens which showed the line up of the team, only for the screens to open up and reveal the actual team standing behind!

A large rear projection screen was used behind the players to act as an animated backdrop. Utilising intelligent moving lights for lighting effects on the walls, stage and sweeping beam effects, the lighting design was essential to build drama and effect as the team were revealed. Hazers were used on stage adding to the drama, and as the haze dissipated the eagerly anticipated players were finally revealed!





Responsibilities

Microhire provided the technical components and production of the event including:

- Central dual 20' x 11' projection screens mounted portrait style on a tab track system, creating the effect of two large doors opening to reveal the team.
- Dual 20' x 11' projection screens flown either side of the stage
- Rear projection 30' projection screen flown behind the stage creating an animated backdrop behind the players
- 10K HD projection
- Vision switching system designed to isolate content on all screens
- Audio sound system design and supply
- Lighting design utilising intelligent lighting fixtures for room colour wash lighting, breakup gobo patterns on the walls, sweeping and beamed stage effects for the reveal, and drape uplighting surrounding the rear projection screen.
- Illuminated glow stairs as the main access on stage
- Rigging for all vision, audio, lighting and tab track system.

