Fiat Bravo

Working for Event Management and Print Company Tebays, our interpretation team was instrumental in providing the scenic elements for the press and dealer launch of the latest Fiat Bravo.

The format for the launch event mirrored the Fiat Bravo’s TV advertisement campaign, with the structural pieces all built to resemble the outdoors, with snow, rock, ice and grassy areas all forming integral parts of the design.

To produce the scenic elements our sculptors and painters hand carved a number of polystyrene blocks, then scenically painted them to take on the appearance of rock, snow or ice. These were used at various positions in the event structure, including the main presentation area, on the stage and around the entrance, with the structure for the latter being given an extra durable polymer concrete finish.

The team also gave the reception area an outdoors, chilly feel by building a perspex ‘ice’ sculpture and a reception desk that was clad in a combination of different types of translucent vac formed mouldings and, again, scenically treated to look like snow and ice, providing an attractive structure for creative lighting.

In addition to the interpretation elements, we built a circular stage, fronted by a scenically painted 20m x 4m cyclorama and inset with plasma screens. The central section revolved 180° to reveal the Fiat Bravo hidden behind ice-like gauze and then revolved 180° again to fully reveal the car. A second car was displayed on a ‘rock/grass’ plinth.

Finally, we produced a number of unusual graphics including a series of large-scale exterior Contravision graphics that covered all the external windows and 10 specially built freestanding acrylic plinths with graphics directly applied.