



RETAIL



EXHIBITIONS



EVENT PRODUCTION



GRAPHICS



INSTALLATIONS



D Y A K S

Hille Business Centre | 132 St Albans Road | Watford | WD24 4AJ  
Tel: 01923 811915 E: info@dyaksltd.com | www.dyaksltd.com

- 34 x 2.4 m High panels
- One sketch
- 200 m Extruded aluminium
- 6 Days lead time
- 11 x Plasma screens

One Field. One Marquee.

Two Happy clients. One prestige experience.

# EVENT PRODUCTION

Case Study - The Porsche experience

## MAKING CLIENTS LOOK GREAT!

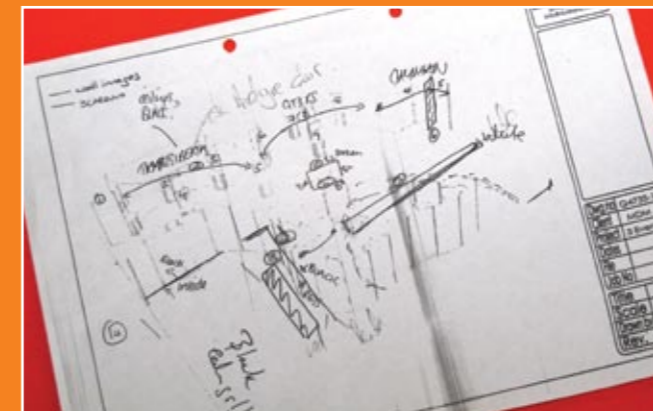
### The Story

A well-known UK based communications agency are tasked with delivering a prestige brand driving experience within the automotive companies hospitality area at the Goodwood festival of speed.

All we had to work from was a vague concept, sketched out onto an A4 piece of paper. Oh yes, and a deadline of less than two weeks.

### The Ideas

On the back of the pencil sketch, Dyaks created a full 3D visualisation of the site - which was subsequently signed-off as a design concept by the client. Two days down and six to go...



### The Development

We immediately moved into production, artworking the 34 x 2.4m high panels to work as a backdrop for the set. The production required plasmas, a driving experience, viewing areas, flooring and presentation towers, all of which needed to be designed, visualised and put into production. At the same time our installation team packed-up a full suite of modular aluminium sections and headed off for Goodwood.



### The Execution

The artworked panels were laminated onto foamex boards and shipped to the site for installation. One day to go and the installation team hit the site and pulled everything together in time for the client arrival.

### The Analysis

Our installation looked so good that it showed-up the flaws in the rest of the show - so we rolled-up our sleeves and set to work again bringing the rest up to scratch.

"What can I say - Once again Dyaks delivered a fantastic solution with a minimal lead time and a tiny concept, thankyou Dyaks!"