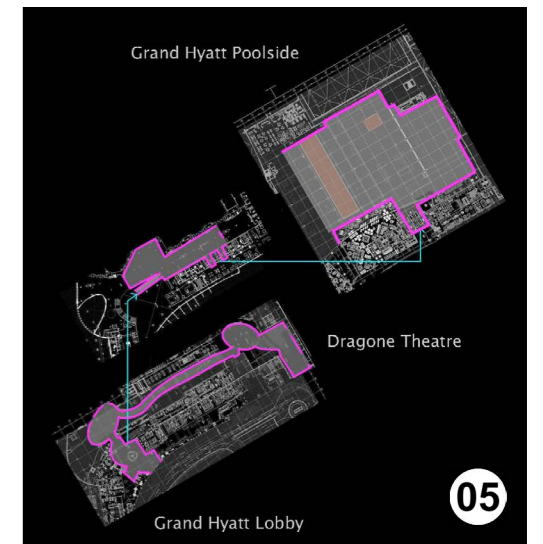
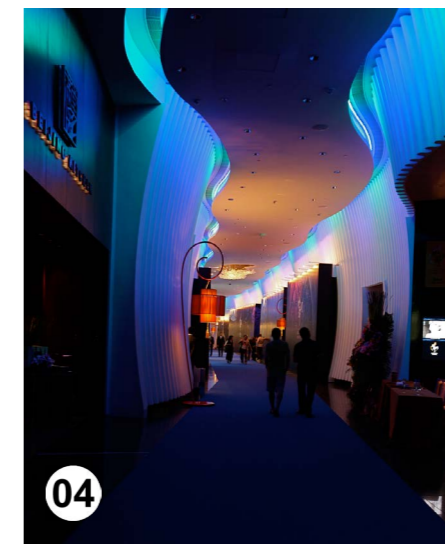


# CITY OF DREAMS HOUSE OF DANCING WATER LAUNCH PARTY



**Project**  
VIP Launch Event for 'The House of Dancing Water' show at the City of Dreams in Macau SAR

**Scope**  
Deliver a government speech, press conference, VIP launch party, creative theme and entertainment proposal to launch the show in style. Responsible for design, construction, production and logistics for acts related to the show.

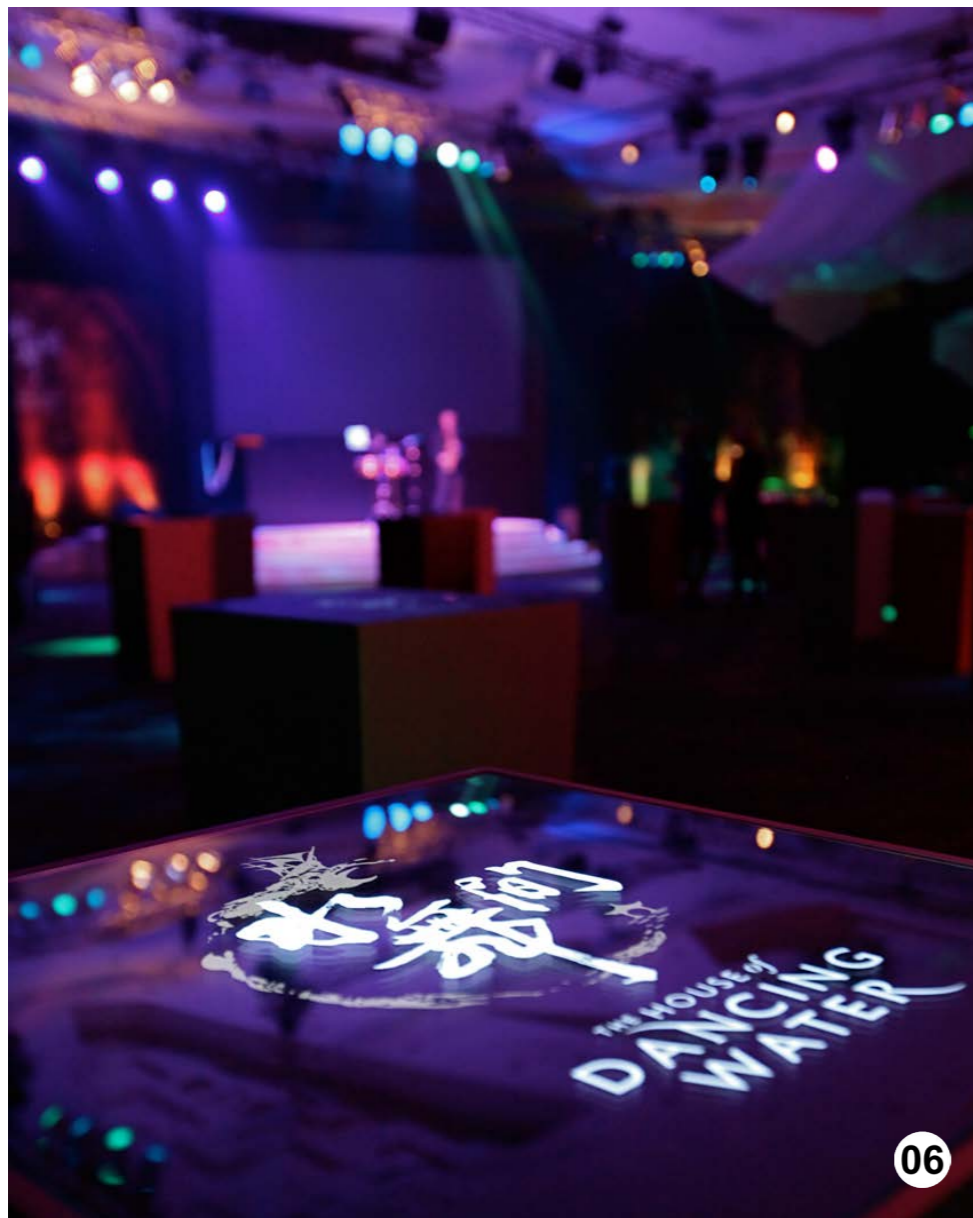
**Value**  
HK\$ 7 Million

'The House of Dancing Water' show at the City of Dreams in Macau was the largest and most extravagant live production in Asia, costing over USD250m to create. The producer Franco Dragone was one of the original producers of Circe de Solil.

In conjunction with Lawrence Ho and Grand Hyatt hotel at the City of Dreams, a purpose-built arena was built to house the show. This launch was a pitch between three agencies, with the original proposal on the roof of the City of Dreams.

Due to financial constraints the party was relocated to the main ballroom in Grand Hyatt, the design retrofitted to work within this space. In addition, the scope of work was expanded to allow for a press conference on the same day as the launch party, with only a 2 hour window between events to redress the space as 'Quench'.

- 01 Main stage, backdrop and lecturn for press conference
- 02 Graphic backdrop outside entrance to theatre space
- 03 Graphic Backdrop between Grand Hyatt hotel lobby and Casino area
- 04 Main corridor lined on both sides with illuminated graphics
- 05 The 3 spaces around which the Scope of Work was arranged - Hotel Lobby, Corridor route and Poolside (later relocated to Grand ballroom)



- 06 Quench Illuminated bar tables in the grand ballroom
- 07 Press conference event prior to the show with the producer Franco Dragone and Melco Chairman and Chief Executive Officer Lawrence Ho
- 08 Visual of the Main entrance foyer
- 09 Proposal for the Quench party space
- 10 View of stage from VIP area prior to party



The implementation of the program was helped by a detailed project timeline and graphics list, which was updated regularly to keep track of progress. At the pitch stage there were several amendments to floor plans as the venue changed.

Essentially 3 projects in one, the Client required a checking in facility in the foyer of the Grand Hyatt as well as large-scale graphics lining the route to the arena as well as the ballroom. These had to be changed out during the course of the performance to reflect the launch party theme: Quench.

The third area was the ballroom itself which had 3 changes of use in 2 days; initially for a government speech, then the following day for a press event prior to the show and finally the launch party. A combination of a blue carpet (to reflect the shows aquatic nature), large scale graphic panels and lighting was used to guide the nearly 2000 guests.

The set and environment we created to support Quench in the ballroom was very impactful. Part of the reason for this was working directly with the client in identify suitable and relevant vendors for the

event.

This included:

- Design & Construction Vendor for Set, backdrop, venue dressing, directional signage etc.
- AV Hires Vendor for event technical requirements including lighting and projection
- Provide recommendations on working processes
- Provide recommendations on entertainment/ live shows requirement
- Arrange for operational meeting onsite with hotel and all relevant vendors to ensure that all commitments on contract are met

The client's main objective was to create a talk-of-the-town experience for the VIP guests and to generate maximum publicity to drive ticket sales.

The press conference was a huge success and led to positive media coverage, and ticket sales have been phenomenal, with the theatre operating at 96% capacity on average each night.