

# Lacoste Interactive Inflatable Cuboid

LM Productions were given the brief of creating a 'pop-up' multimedia experience as part of Lacoste's ongoing ATP tennis sponsorship campaign.

LMP rose to the challenge and launched a unique interactive venue to add a certain "WOW" factor. The venue was a 14m x 8m inflatable Cuboid structure which provided both an interactive and immersive experience, and a 'pop-up' shop for merchandise.

The Immersive environment was created using nine high quality video projectors and two media servers. The event offered a unique experience for the audience with a vast selection of media displayed; from abstract images (when in party mode) to archived photographs, creative brand art and historical Lacoste films.

In the venue, the public were treated to a magical tour, able to trigger different videos which ran across the walls and floor, with seamless video mapping.

