CASE STUDY

sparq



LIVE VIRTUAL HYBRID

MIELE VIP PRODUCT LAUNCH

Precision, passion and perfection were on the agenda when we supported Brief2Event with high-end appliance manufacturer, Miele's annual VIP event at edgy East London warehouse space, MC Motors.

DID YOU KNOW?
The whole production required a two-day set-up and included a stunning Absen LED videowall.



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> **Rachel Thorp, Brief2Event**

The event was used as a tool to bring Miele’s mantra of ‘Precision. Passion. Perfection.’ to life in an immersive and exciting way to a selection of their high-end Kitchen Designers. Miele used the occasion to demonstrate what’s new and soon to be trending in the world of top-end domestic appliances, while guests enjoyed a true Miele brand experience.

Working alongside event agency Brief2Event, we were tasked with creative conception and technical live event production. We worked to create a truly design-led solution across three separate spaces within the warehouse. Guests were hosted and



entertained in high-end kitchens and living spaces, complete with working appliances that would rival the most luxurious loft-style living environments.

The whole production required a two-day set-up and included a stunning Absen LED videowall which was used to demonstrate the precise engineering of Miele appliances. Atmospheric lighting was also added to the mix to help pick out unique features from the historic venue and to keep it on trend with the event.

Rachel Thorp of Brief2Event explained: “This was the first time we’d used Sparq and I was so impressed by the ease of working with the team – the process from start to finish has been a pleasure. The creativity and flexibility of the Sparq team was second to none, whatever challenges arose, pre-production or onsite, they always had a simple solution or an alternative, giving me total peace of mind. The quality of the equipment was excellent and the crew were not only professional and efficient but super friendly, which makes all the difference in a live event environment.”