



# AIR FEAR OF GOD | HOUSE OF HOOPS

04.25.2019



# ACTIVATION MARKET

New York City



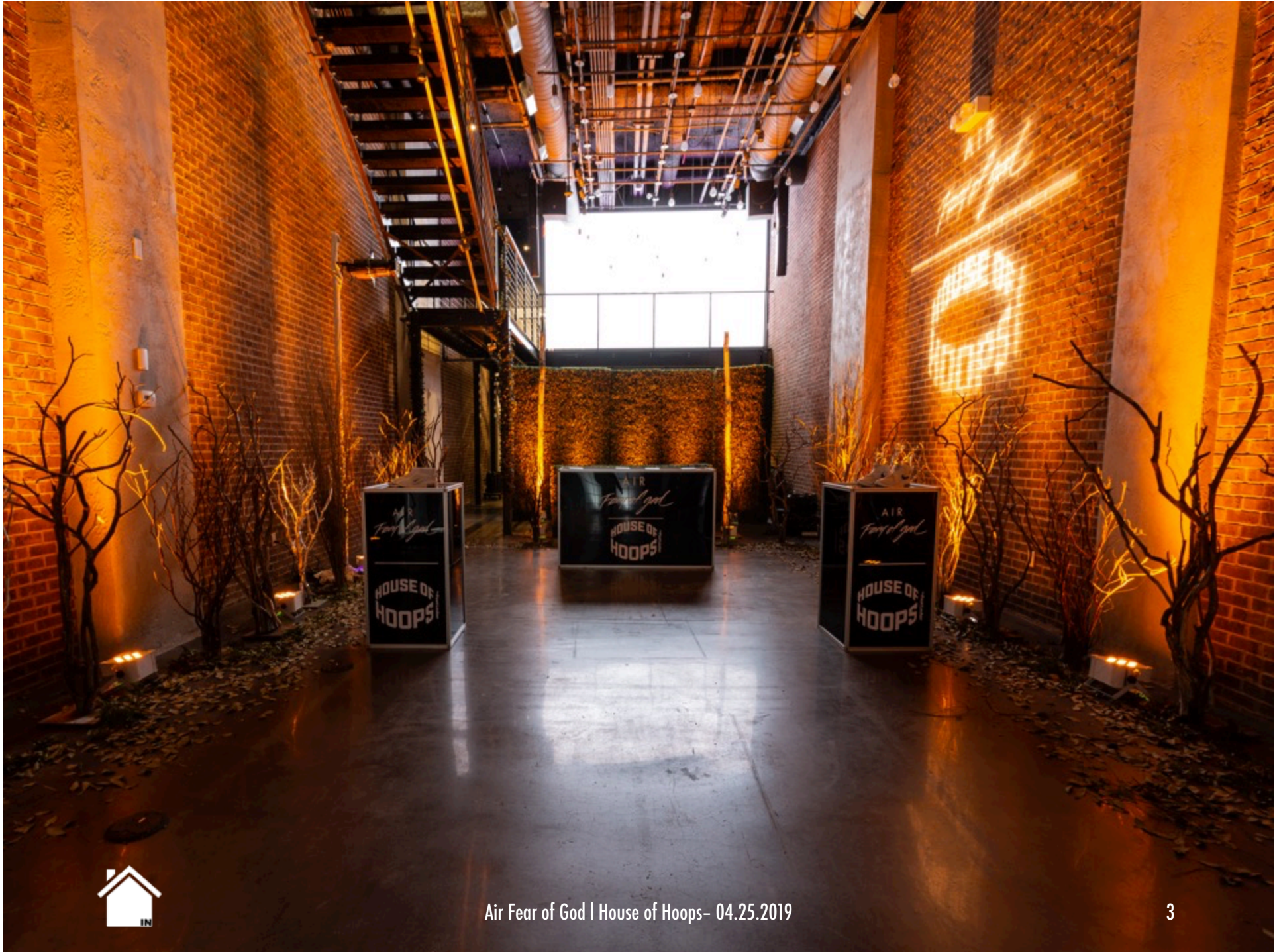
# OVERVIEW



From raw to rooted, Foot Locker's NYC33 event space was transformed for the Air Fear of God I House of Hoops sneaker launch raffle. This raw event space was designed and built to appear as a bare foggy forest with strategically placed soft lighting for a dramatic entrance for guests. With the mixture of low-lying fog, mid-room haze and a complete custom forest-like installation, the consumer was able to leave the hustle of 33<sup>rd</sup> street Manhattan for a hot minute.

All design, installation, and production was handled by InHouse.





# CUSTOM DISPLAYS

A custom booth and footwear displays were designed with the Air Fear of God | House of Hoops branding. Through the displays, consumers were able to check out the Air Fear of God Raid, Light Bone, and the Air Fear of God Moccasin. All attendees were able to digitally sign up for the raffle.



# LIGHTING

Wireless lighting design and gobo projection of the Air Fear of God | House of Hoops branding were strategically placed around the event space.



# SPECIAL EFFECTS

Dry ice low lying fog and haze machines along with various trees, a hedge wall, loose branches, vines, scattered twigs and leaves created the perfect ambiance.





# CONTACT US

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