

ASICS TIGER x FOOTACTION
The Kayano Trainer Low Launch Party
with Majid Jordan





asicsTIGER



WHAT : Asics's New Product Launch Party

WHO : Asics, Footaction, Majid Jordan & NYC Influencers, Tastemakers and Creatives

WHERE : NYC33 Event Space in New York City

DATE : Thursday, July 27th, 2017



CHALLENGE :

To completely transform a raw event space into a social opportunity for Asics' top influencers within 48 hours.

Production of this event was inclusive of the following :

- Premium LED White Acrylic Performance Stage with Digital Lighting Design for performer

- Mini Line Array Sound System for special performance by Majid Jordan

- Ground supported 3mm high-def LED Video Wall designed to fit in a very confined space

- Elevated DJ booth & audio for the DJ

- Custom Glass Gobo and Print branding highlighting Asics & Footaction

- Vibrant LED Acrylic Bar & Cocktail Tables to match the performance stage

- Pipe + Drape for influencer gifting station

- Recap Photography for event

LOAD IN





COMPLETE TRANSFORMATION



Topping the night off
with a special
performance by
OVO's very own
Majid Jordan.





AN INHOUSE PRODUCTION