



# MILLION DOLLAR BEACH HOUSE

**NETFLIX**

**PREMIERE EVENT**

08.26.2020





# OVERVIEW

InHouse worked with Nest Seekers to produce a private premiere party for their new show on Netflix, Million Dollar Beach House.

The event was designed and activated within a 36 hour advance notice. InHouse transformed a Long Island airport hangar into a space for the show's cast members, friends and family to celebrate the premiere. The hangar was filled with exotic vehicles and luxury private planes providing guests with welcoming and luxurious vibes. InHouse created customized branded signage, and configured large screens and lounge décor as guests mingled and watched highlights from the show.



# DESIGN CONCEPTS

1. **EYE CANDY** – strategic placement of an assortment of private planes, helicopters, & exotic vehicles around the airport hangar created a luxurious room perimeter.
2. **BRANDING** – installation of massive "MILLION DOLLAR BEACH HOUSE" vinyl signage in the center of the airport hangar ensured strong messaging.
3. **HAMPTONS FURNITURE** – illuminated straight lined cocktail tables to create a Hamptons feel were placed strategically throughout the event space creating a place to sit, share a cocktail with friends, and engage with the content being displayed on the screens.
4. **TECHNOLOGY** – full room perimeter 4K flat screens mounted on steel trusses covered with sleek white fabric and illuminated with wireless LED uplighting served the space very well.
5. **BRANDED BAR** – a large 8' branded bar served as a focal point in the event space with an incredible backdrop of luxury vehicles and private planes behind the backbar.
6. **MUSIC** – DJ Aiden Jude played an eclectic mix of deep house creating an incredible soundtrack as guests mingled and watched highlights.





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