

The background is a photograph of a Revolut exhibition stand, heavily overlaid with a solid blue color. The stand features a large, tilted, metallic-looking cube on a circular base. In the upper left, a cylindrical structure also displays the Revolut logo. The overall scene is dimly lit, with some background elements like a person and other stand parts visible through the blue tint.

HIRES
FREQUENCIES

Revolut

**HIRE
FREQUENCIES**

Revolut

CASE STUDY:

CLIENT: REVOLUT

LOCATION: SZIGET FESTIVAL, BUDAPEST, HUNGARY

EVENT TYPE: FESTIVAL ACTIVATION

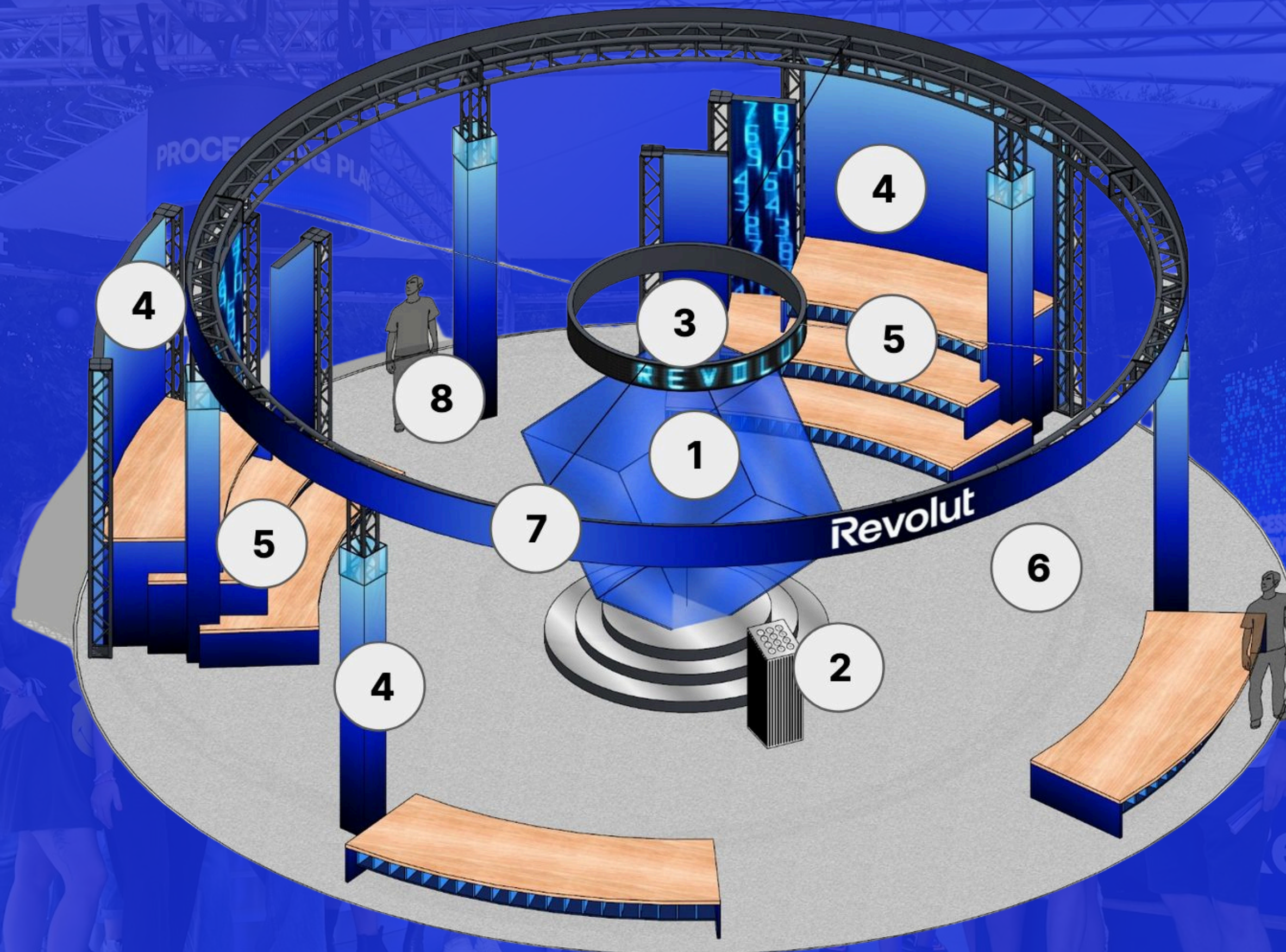
DATE: 7/08/2024



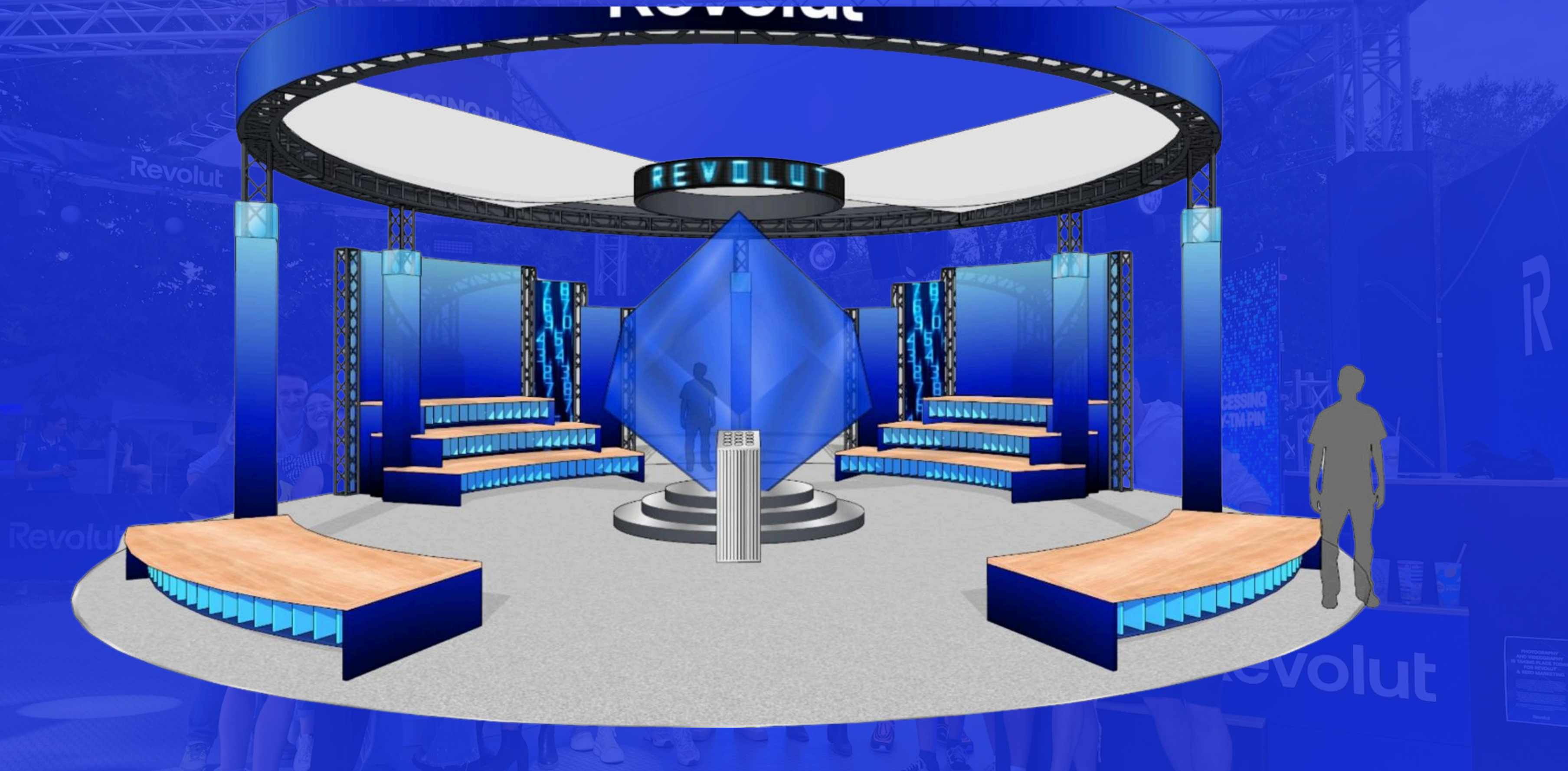
THE BRIEF

In partnership with Revolut, we developed a bespoke activation for the Sziget Festival in Budapest, Hungary. Our brief was to create a futuristic vault using a dynamic array of lighting, video, and audio elements. Revolut aimed to deliver a gamified experience for festivalgoers, tapping into the youth's enthusiasm for engaging side quests. To achieve this, our in-house design team began by developing 3D renders and animations before collaborating with our technical team.

THE CONCEPT



THE CONCEPT



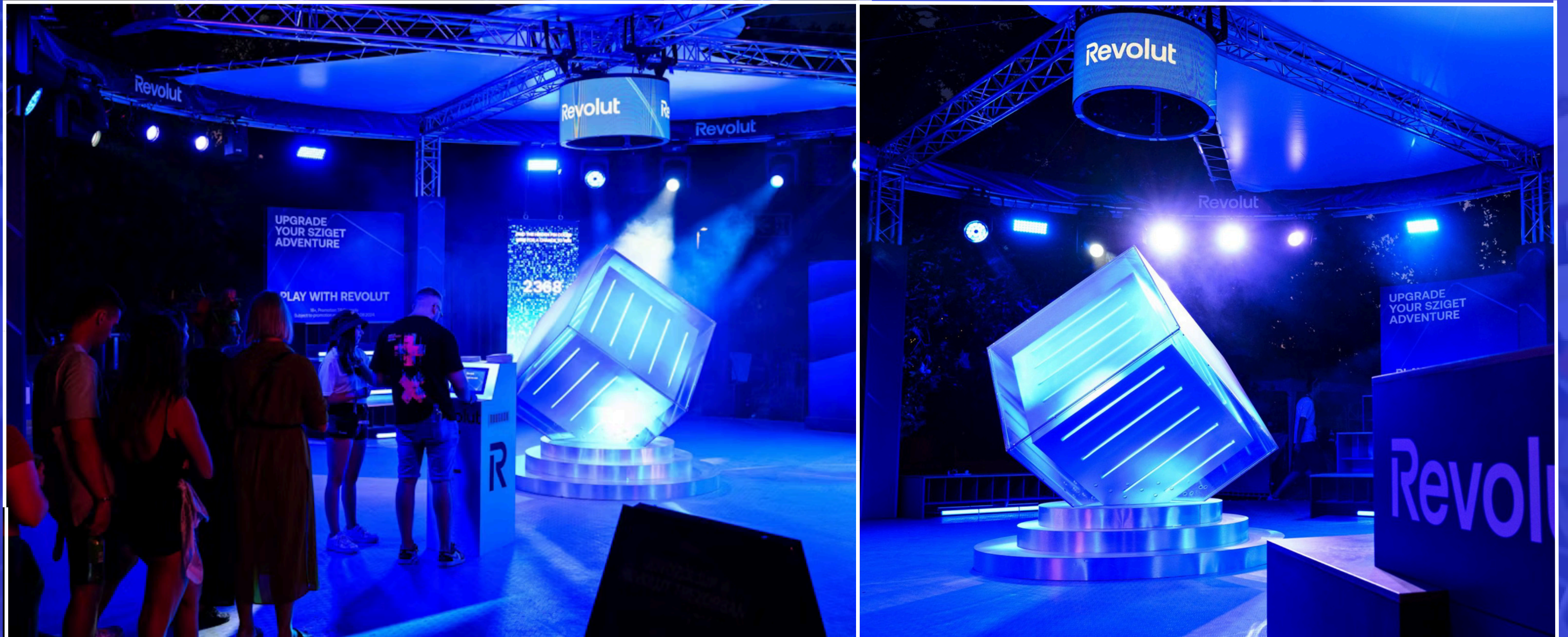
TECH BREAKDOWN

What did we use?

- 16x Chauvet Maverick Storm 2 Lights
- Cameo Zenit Z180 G2 Lights
- Absen LED Panels
- 4x Martin Audio FP8 Speakers
- 4x Martin Audio FP12 Speakers
- Stage Truss
- BeamZ Kratos Tube Lights
- Cameo Otos SP6 Lights



THE FINISHED PRODUCT





THE OUTCOME

Attracting over 5,000 participants in just six days, the activation proved a resounding success. While effective activations pique interest and draw a crowd, truly exceptional ones become woven into the fabric of the festival itself. Revolut achieved precisely this, seamlessly integrating interactive lighting, video, and audio to elevate their gamified experience. This innovative integration established Revolut as a key destination for festivalgoers and resonated strongly with Gen Z.

REACH OUT TO US FOR ANY QUESTIONS.



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