

# THE BEST OF... EVENT PRODUCTION

## CANDID, CASUAL CONVERSATIONS WITH LEADING EXPERTS



### FEATURED EXPERT

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### What is Rezin8?

Rezin8 is a unique collection of creatives, producers, designers and technologists under a single roof. We streamline the production process from ideation to execution without losing the creative in translation.

### When did the company launch?

Rezin8 officially launched at the end of March, but the team has been working together on high impact projects for a while. You may not know the brand yet, but you've definitely seen our work. We're perhaps best known for bringing Tupac Shakur back to life as a hologram at the Coachella Music Festival. We've also partnered with some of the world's most iconic brands like Google, Nike, Warner Bros. and Williams-Sonoma to design, create and produce experiences that engage audiences through dynamic, immersive storytelling.

### What are Rezin8's core service offerings?

Our core services include experiential design, technical design, content production and event production, but our team's capabilities run the gamut from holographic effects and projection mapping to live action shoots and visual effects.

### What makes Rezin8 unique or different?

Our Creative team's background is high-end content creation and marketing for the TV and Film industry. We are masters of storytelling, and branding. When you bring that together with the highest level of event design and production, as well as technical design and execution, you have a very powerful combination.

Most agencies outsource technical design once a concept has been sold to a client. When you do that, you run the risk of having to scale back, or even completely re-design an event. Our clients love having one dedicated, in-house team, versus disparate vendors, because it provides greater precision and efficiency when planning and executing their events.

### What is Rezin8's creative process?

We've found that embedding our creative and production team to work alongside our clients helps ensure that the experiences we're creating speak directly to the intended audience, and communicate key brand messages in a meaningful way. This approach ensures that creative is never lost in translation during technical execution.

### What type of clients does Rezin8 typically work with?

We work with a wide range of brands in the technology, consumer and entertainment industry. We look for clients who have a very clear understanding of their brand, and want to push the limits on what they've done in the past. Those two things allow us to design, create and deliver the best creative concepts for their events.

### Tell us about a recent project Rezin8 worked on.

Our team has been fortunate to work on several award-winning projects recently, including a technology demo for Epson America at InfoComm. The experience showcased the diverse power of Epson products through creatively combining their latest projector and robotics technology into a real-time motion tracking projection mapping exhibit.

The activation was a great example of how our in-house creative and technical teams worked together from conception through production to create an experience that literally stopped traffic, kept visitors at the Epson booth longer, and generated a memorable experience for attendees that was awarded rAVE's Best InfoComm Demo of the year.

### What is the Rezin8 team most excited about in 2016?

We're excited about pushing the boundaries on all fronts, including live audience experiences and interactions that engage all five senses and really explode off the stage. We love seeing people react to experiences we worked so hard to create with our clients.