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**From Traditional Dinner
to Multi-sensory Experience.**

We See Solutions.™

Encore Mexico was tasked with supporting a customer's most important dinner of the year — a festive year-end celebration gala that would integrate gastronomic, visual and acoustic elements to wow its important guests. Enter Miguel and team, ready to help deliver a multi-sensory experience set to impress.



Event

Miguel and team were asked to help transform a traditional year-end dinner into an unforgettable multi-sensory gala experience, integrating gastronomic, visual and acoustic elements for more than 380 of the customer's important guests — Latin American property owners, partners and senior managers.



Challenge

The imaginative and celebratory event was set to incorporate a number of finely tuned synchronized elements. The customer wanted the dinner to tell a story, with each course reflecting a country the chefs had visited. Dishes included cuisine from Mexico to the Grand Cayman to Brazil, paired with coordinating music and visual content. To fulfill the customer's vision, Miguel and team needed to illuminate 38 tables with separate projections that evolved throughout the night to enhance and reinforce each type of cuisine — merging gastronomy with technology.



Solution

Bringing the customer's vision to life required a high level of collaboration, synchronization and over 20 hours of setup. To heighten the sensory food journey, Miguel and team installed a rigging truss to hang 38 precisely placed projectors, one over each table. From a single audiovisual feed, they cast 38 simultaneous vibrant visuals, which matched each course's country-specific theme, onto the corresponding tables below. The creative elevation of the dining experience didn't end there, however. Each table's projection featured 10 very particularly placed focal points — highlighting each guest's dinner plate and area at the table — to complete the enticing audiovisual production.



Result

Thanks to Miguel and team's technical expertise, dedication to each detail and innovative mindsets, Encore Mexico was able to create an inspiring, immersive experience for all attendees. With collaborative communication from start to finish with all parties involved, more than 380 guests experienced a sensory gourmet dinner adventure, and Miguel and team achieved the customer's desired effect. The attendees left impressed, having experienced a truly memorable year-end gala. The customer was equally pleased, delighted at how Encore had helped plan, synchronize and transform their critical event into one worthy of a "chef's kiss."

Key Solutions Used

Creative

- Event Strategy & Design

Production

- Staging
- Scenic & Décor Solutions
- Show Management

Technology

- Audiovisual Solutions
 - Video Projection
- Infrastructure Services
 - Rigging
 - Power



Encore Pillars Demonstrated

- ✓ Innovation
- ✓ Expertise
- ✓ Collaboration
- ✓ Excellence

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