



FOUR SEASONS

HOTEL

PHILADELPHIA AT COMCAST CENTER

CASE STUDY

PRODUCED BY KATALYST PRODUCTIONS



— CASE STUDY “Raise Your Expectations.”



"Raise Your Expectations"

The Four Seasons Hotel Philadelphia at Comcast Center Grand Opening Celebration

CLIENT: Four Seasons Hotel Philadelphia at Comcast Center

PROJECT GOAL: To create an unforgettable, one-night-only celebration designed to guide guests on a journey through a series of immersive experiences in key spaces in the hotel.

Raise Your Expectations– A Grand Opening Concept Summary.

A GRAND OPENING EVENT CONCEPT

We created a grand opening event concept designed to re-introduce Philadelphia to the Four Seasons brand by immersing guests in a series of interactive installations that teased the senses and highlighted both key spaces and signature features of the hotel.

We honored the Four Seasons brand by infusing elegant design with memorable, jaw dropping experiences representative of Four Seasons' legendary hospitality.

Our goal was to transform the hotel into a sensory journey that would lure guests through the hotel and transport them through a truly “one night only” experience.

Every detail of the event concept was designed to convey the following:

- It's PERSONALIZED
- It's ACCESSIBLE
- It's WORTH THE SPEND





Raise Your Expectations- A Progressive Experience.



AN EXPERIENTIAL PROGRESSION

Upon check-in, guests were handed a personalized RFID “key card” that enabled them to have photos taken by professional photographers in each area and receive a personalized, branded photo album sent to them as a part of the follow-up communication.

Once they received their ”key”, guests were directed to begin their path, and their experience progressed from one activation to the next, ending up in the Grand Terrace Ballroom on the 5th Floor.

The guest journey:

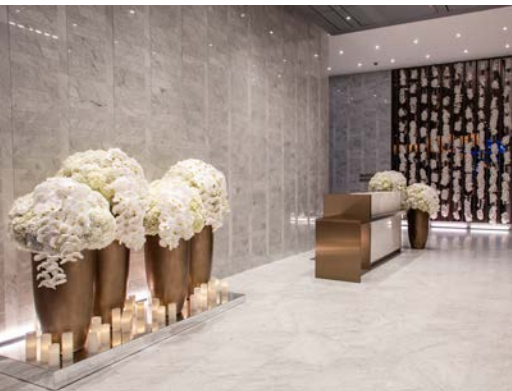
- 19th Street Entrance / 19th Street Lobby (Ground Floor – Guest Check-In)
 - Vernick Fish (Ground Floor)
 - Jeff Leatham’s Studio (Concourse)
 - Spa & Wellness Center (57th Floor)
 - JG SkyHigh / Jean-Georges (60th & 59th Floor)
 - Grand Terrace Ballroom (5th Floor)
 - Executive Boardroom (2nd Floor)
 - 19th Street Lobby (Guest Exit)
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A GRAND ENTRANCE

The 19th Street Entrance and Lobby design was driven by Jeff Leatham and featured a jaw dropping, oversized floral installation that marked an unforgettable entrance. We then created a clean, sleek lighting installation designed to slowly “glow to life” as the sun set.

Once inside, we created a mobile check-in experience where guests provided their name and were handed an RFID enabled “key” card in a debossed leather keycard holder that guests could apply to the back of their cell phone to ensure easy access throughout the event.

The design of this space prioritized functionality, with the logistics goal being to move guests through the check-in experience quickly and easily and into the event. The entrance wall was strung with white orchids and lit from behind and beneath with amber tones to create an increasingly dramatic effect as the evening progressed.





Vernick Fish (Ground Floor)



AN IMMERSIVE NEON JUNGLE

In *Vernick Fish*, we worked with the Jeff Leatham team to create a sleek and unexpected neon floral installation inspired by the tone, décor and architectural elements within the restaurant space.

Guests were treated to live jazz, signature cocktails and samples of signature menu items, like their *Uni French Toast*. When they were ready to move on, guests were led by guides through a “speakeasy” style entrance into the next experience.



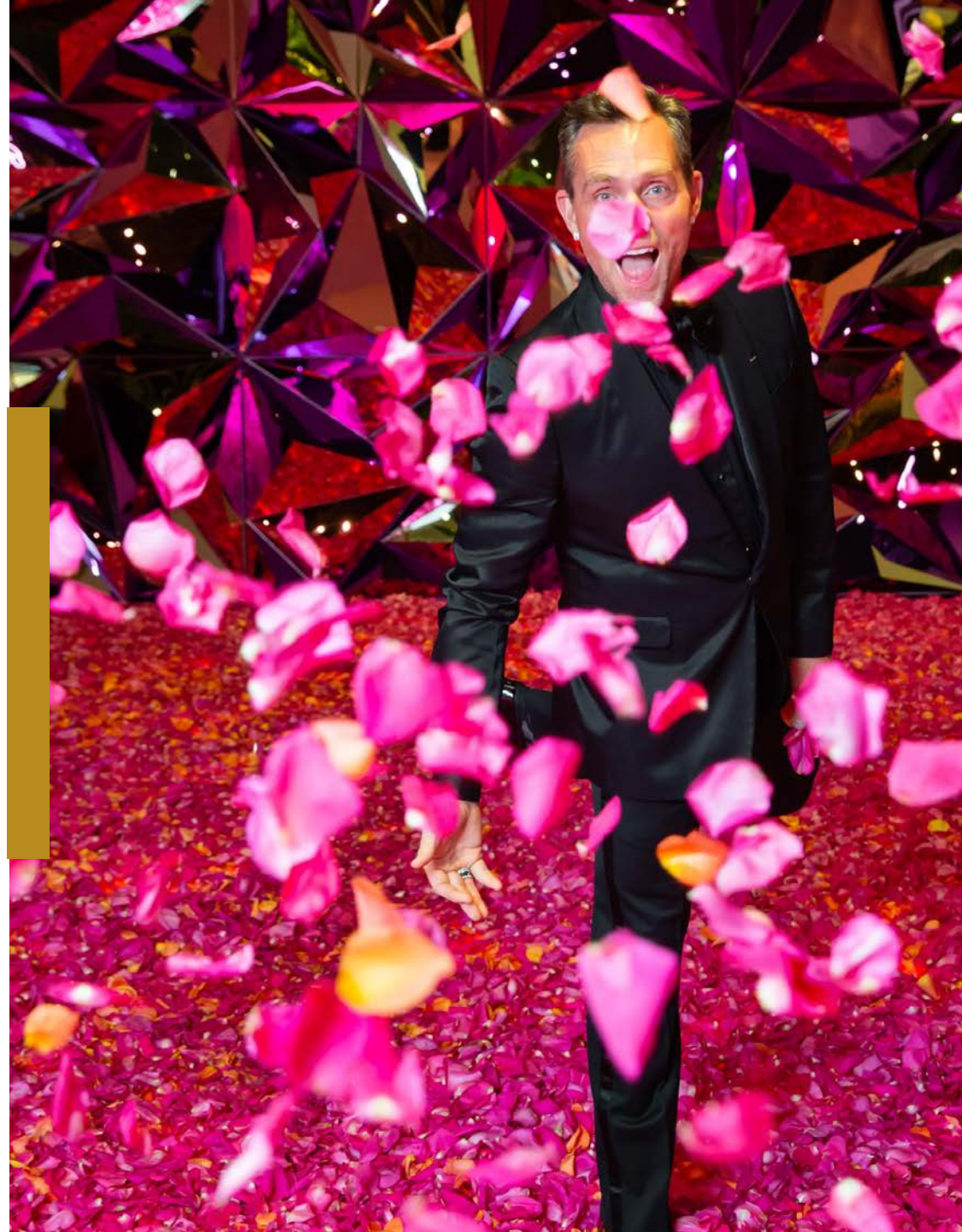
Jeff Leatham Floral Studio (Ground Floor)

A FLORAL FANTASY

In this space, “Rock Star” florist Jeff Leatham created an intoxicatingly seductive floral fantasy just outside the Jeff Leatham floral studio.

To create the feel of an art installation, we installed a 20’x40’ raised LED dance floor upon which thousands of fuchsia and bright orange rose petals were placed and lit from beneath to create a “glow”.

We installed a bright pink custom fractal wall made from mirrored plexiglass to act as a one-of-a-kind photo backdrop. Guests were invited to step onto the petals for their photo, and treated to signature cocktails and delicate, floral inspired bites.





Spa & Wellness Center - Pool Deck (57th Floor)



WALKING ON WATER

Guests traveled to the Spa & Wellness Center on the 57th Floor, where their attention was directed to the hotel's iconic (and Philadelphia's only) edge-to-edge infinity pool.

In order to highlight the dramatic design of this space and take up as little floor space as possible, we designed and built a clear plexiglass floating stage that was wrapped in mirror and held in place by a suspended tension design in order to meet strict engineering requirements. This "floating stage" was graced by an electric violinist who stood on the platform for the duration of the Grand Opening, performing an original set list through a wireless audio system.

To draw attention to both the high ceilings and the unique mosaic tile design, we created a clear "bubble" installation and designed an underwater lighting plan for the pool which featured a rotating color palette in order to visually highlight the unparalleled view and unique space.



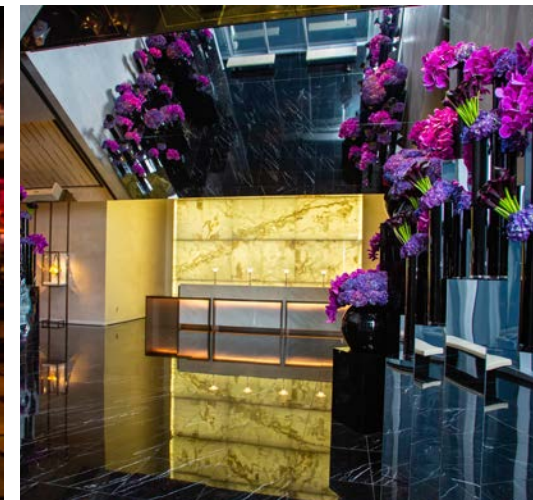
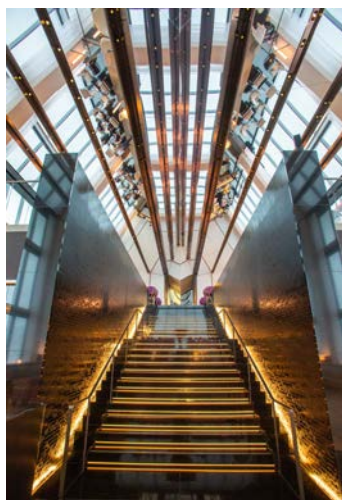
JG SkyHigh (60th Floor) and Jean-Georges (59th Floor)

VIEW FROM THE TOP

Every element of this activation was designed to introduce guests to the best view in the city... in a way they'd never forget. The focal point of the experience was the architecture and design of the building itself- and the unparalleled view it provides of Philadelphia.

In order to ensure the focus was on the architecture and Jeff Leatham's floral design, we minimized décor and opted for simple lighting that accentuated already jaw-dropping photo opportunities within the space.

Guests sipped signature cocktails and sampled signature menu items from both Jean-Georges and JG SkyHigh while listening to an electronic French band.





Grand Terrace Ballroom (5th Floor)



AN ENCHANTED WOOD

The Grand Opening Celebration became a party in the Grand Terrace Ballroom as we invited guests to “step into another realm” comprised of larger-than-life floral décor and ultra modern lighting, staging and flooring. We leveraged a deliberate mash-up of sleek, modern design and jaw dropping organic, environmental elements- along with interactive cocktail and culinary stations.

Critical to this transformation was the installation of 4,000 square feet of mirrored black plexiglass that covered the existing carpeted flooring to create a dramatic, liquid effect. Oversized floral tree installations and floral spills were created by the Jeff Leatham team. A full stage with a custom fractal wall backdrop and a custom fractal DJ booth were designed, built and installed to accommodate a rotating live 9-piece band and DJ performances.

The entire space was converted- inclusive of flooring, lighting, floral, furniture and food and beverage- in under 24 hours.



WHAT THEY'RE SAYING

