

Refresh rates

In a constantly-changing events business, turning 25 calls for a celebration.

Geny Caloisi toasts the past and present Line Up

LONDON-BASED LIVE EVENT and video production company Line Up is celebrating its 25th anniversary this year. Experience has taught Line Up to keep young and fresh and that's why it has changed its logo to an origami icon.

Line Up chose origami as they liked the simple analogy between the art of origami and what it does — starting with a piece of paper (the client brief) and bringing it to life to create a completely new and dynamic form. The crane stands for good luck and longevity.

Line Up's managing director Duncan Beale says he still feels the same buzz about the projects as he did at the start. The company prides itself on talking straight to its clients, giving an objective view on what the possibilities for a given project could be, and working closely with the client to find out what the final objective for the production exercise is and how best to achieve it.

'We want to work with clients that value the things we value,' says Line Up director Rob Leach.

He emphasises the fact that as a company it puts

people first. It has a very low employee turnover and, says Leach, 'it is important to come to work on a friendly and welcoming environment.'

Putting people first also includes the client and the audience side. The results are clearly good; Line Up has long relationships with its clients and there are two of them that have been working with the company since the very beginning. Graham White (Hoover Candy) and Ken Lee (Inchcape) have been with Line Up for 25 years. Other current clients include the likes of Volvo, Inchcape, Compass Group, DSG International, Nissan, Britvic, and the Col.

'Clients know that we will push the boundaries to achieve the best results, but we also know that good communications can be a sensitive issue', says Beale.

'In order to achieve the optimum outcome we have to understand our clients' cultures and their objectives. This will come before the event itself.'

He then adds 'A good idea doesn't cost anything, but the right execution is the key for success.' □

SHAPING THE FUTURE FOR VOLVO



In 2007 **LINE Up** worked closely with Volvo on the launch of the V70 to its global sales force. The event, designed to immerse delegates in a complete Volvo brand experience, was delivered to 6,500 dealers from 32 countries speaking around 19 different languages over a nine-week period.

In launching any new car, the reaction of its global sales force to the new model is critical to its future success. To complement the presentation of the V70 to delegates, Volvo wanted to create a unique film that allowed the designers of the V70 to talk directly to the sales force about their inspiration for the car's design.

Line Up filmed and produced the footage for the event using HDcam and edited it on Avid Symphony and Avid DS Nitris.

The movie featured three of Volvo's chief designers for the V70. Each

designer leads the viewer through the design process and explains how and why their initial inspiration resulted in the final V70 product.

The narrative is played over 360 degree visuals of the car. Short, sharp close-ups of specific detailing in the car's design correspond to the designers' narrative and further engage the viewer.

At the event, the film was screened in the 'V70 Product Room' alongside models of both the V70 and competitor vehicles. Headsets offered simultaneous translation, with scripts written and translated by Line Up.

Since its screening at the global launch of the V70, the film has been used extensively in Volvo's internal communications and sales training. Edited footage of the film can also be viewed on Volvo's website.

www.volvocars.co.uk/models/v70

CURRICULUM VITAE

DUNCAN BEALE. LINE Up's md grew up in Edinburgh, the son of parents who owned and founded McCallum Advertising — Scotland's most successful agency in the 1960s and 1970s.

He studied at Aberdeen University before moving to London where he worked for two years in London's West End theatres before being recruited to work at the brand new Wembley Conference Centre as stage manager. In 1979, Beale joined Purchasepoint as a producer, with a particular emphasis on staging and stage management.

In 1982, Beale decided to form his own agency, and set up Line Up with a clear ambition of building a friendly, professional, creative company. During the last 25 years, the company has handled over 3,500 projects of all shapes and sizes, from live events to film and video production, for various blue chip clients around the world.

www.lineup.uk.com



The Line Up team. MD Duncan Beale is seated on the right, with director Rob Leach standing behind him