

Live Nation U2 Tour dimensional Joshua



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Link to video: See the Joshua trees from all angles.



Once approved, off to be printed.



Finished product

Job # 29359

Client Live Nation

Location United States & Europe

Challenge Live nation was looking to add a different look to the tour event space that was easy to assemble, lightweight and dimensional. Our creative department started with simple mock ups to give the client some suggestions. Once they approved a concept we digitally UV printing to both sides of 1/2 inch fiberboard. Next, we die-cut the 5 ft. x 10 ft. sheets to create a total of 4 trees, two at 4 ft. tall and two at 6 ft. tall. To make sure they were stable, we created a steel plate with a 1 in. vertical pipe that was hidden inside the trunk from the floor.

All the dimensional trees were protected in a custom built wooden crate so they can travel across the U.S. and Europe.

Description To commemorate the 30th anniversary of U2's hit album "The Joshua Tree", Live Nation requested help to add a unique look to the VIP areas that they would be setting up in each of many different stops on their tour. Ease of assembly and lightweight, dimensional imagery became top considerations.

To tie into the theme of the tour, Enhance a Colour's creative department started with simple mock up ideas for concept approval by our customer. Once approved, we began creating Joshua trees! We UV printed to both sides of 1/2 inch fiberboard. The recycled, environmentally friendly, lightweight fiberboard presents a strong, superb surface for printability of colors and hues. Next, we die-cut the 5 ft. x 10 ft. sheets to create two 4 ft. trees and two 6 ft. trees. For stability, we fabricated a stand consisting of a bottom steel plate attached to a 1 inch vertical pipe hidden inside the tree trunk.

Enhance a Colour custom built a wooden crate to protect the Joshua trees during shipping and travel across the United States and Europe.



EaC Creative Dept. creating prototypes.

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