



## MotorSport New Zealand - 50 Years of Rallying in NZ

### Client Brief:

The origins of the Hamilton Car Club began with 'Rally of the Pines', a rally race held largely in the Tokoroa Forest area. '50 years of Rallying' showcased five decades of New Zealand rallying history at Hamilton's Claudelands Events Centre. It was crucial that memorabilia of the event was exhibited effectively and that audiences were encouraged to feel the nostalgia of their rally car pastime.

### Vidcom Solution:

Vidcom specifically designed the main room to match the 'forest origins' theme of rallying.

- Amber tones, warm lighting, and leaf patterns were projected on the walls and floor with complementing moving lights slowly panning throughout the room.
- 'Lycra tubes' bordered the three large projector screens, lit yellow and purple to match the company's logo.
- A subtle haze highlighted the light beams to help create a feeling of warmth and ambience.
- A full audio system was installed and tested to ensure the sound level clearly reached all members of the audience.
- Lectern microphones were set up on the stage, accompanied by wireless microphones to provide for multiple on-stage interviews.

All of the AV equipment was controlled by our high-end vision mixers, audio mixer, and lighting desk. Our highly experienced technicians operated the equipment for the duration of the event to ensure everything ran smoothly.

### Client Feedback:

“ Our experience with Vidcom was excellent. The AV was a major contributor to the success of the '50 Years of Rallying' event and delivered everything we wanted and more! Every aspect of what Vidcom did was perfect – from the sponsor area illumination, the lighting ambience, the spot light, and all activities as they were required. The AV solutions far exceeded our expectations – the best part was how easy the Vidcom team were to work with and how quickly they understood what we were trying to achieve. I cannot stress highly enough how delighted we were with Vidcom, their team along with Dave Hedge made the evening what it was – so well done and thank you!”

**Laurie Brensell**, Co-Chairperson - 50th Anniversary of Rallying Motorsport New Zealand

**Graeme Robertson**, Co-Chairperson - 50th Anniversary of Rallying Motorsport New Zealand