



After installation



Before installation

BLOCKBUSTER

Room Transformation for TIFF

Creating star-worthy imagery for TIFF celebrity Interview suite

Challenge

In 2018, **IMDb (Internet Movie Database)**, a leading source of entertainment content, needed a creative imaging firm to help make a 44th floor hotel suite used by **TIFF (Toronto International Film Festival)** celebrity-worthy for star interviews. They needed a rare company able to rise to highest standards of creative and work outside of traditional service expectations.

Solution

One Imaging stepped up with a creative solution along with the willingness to work flexibly in terms of service delivery. The team recommended an innovative treatment for the 44th floor venue window to enable the ideal Toronto skyline backdrop to be used for interviewing festival stars. In order to prevent the stars from being harshly backlit, the windows had to be carefully tinted to a specific light transmission standard, and then tinted with optically clear colours with blackout tape pane dividers. In this way, **One Imaging** was able to create a post-modern aesthetic that the client loved.





Fast turnaround mandatory

The room wasn't available for install until 12 hours before filming, so **One Imaging** needed to act quickly. The creative imaging and window treatment also needed to be removed immediately after the interviews to put the room back into service as a premium hotel suite within 5 days later after the interviews.

One Imaging went way beyond traditional services to successfully provide **The Visionary Group's clients, IMDb & TIFF** with:

- Site inspections to confirm measurements
- Rigorous testing of films in advance of install
- Expert design consultation on materials to create specialized effects, last minute gala centerpieces and beautiful event collateral.
- Onsite services (overnight) to answer design questions, respond to changes and liaise between clients and production crew.

Results

- ✓ Room was fully designed and complete, ready for filming, within a challenging 12-hour timeframe
- ✓ Sponsoring brands were prominently displayed from all film angles
- ✓ Post-modern aesthetic (that the client loved) was brilliantly achieved
- ✓ Teardown executed quickly and carefully so that the room was left pristine and in full service mode for the hotel

"One Imaging was able to bring our creative vision to life! Shirley and team were wonderful to work with and assisted with all our last-minute onsite needs. Both Shirley and Ted came to our event site to ensure that all our print elements were up to our satisfaction. We would recommend One Imaging to any event production companies looking for a responsive and very capable Toronto-based print company."

Maddie Hopkins

Associate Producer | The Visionary Group

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