

# CURRY BRAND EXPERIENCE x MIDWAY

UNDER ARMOUR

## OBJECTIVE

UA wanted to kick off All-Star weekend in the Bay, celebrating their All-Star athlete - Steph Curry, with an over-the-top party at The Midway SF. SEG Services was there from concept through execution, working with Under Armour as an extension of their team.

Transforming the space was of utmost importance. We turned an ordinary hallway into an immersive tunnel experience that brought guests into the party. There was a gallery room filled with Steph's SLAM magazine covers, a rose cart to pay homage to Kevin Plank's entrepreneurial beginnings when he sold roses on Valentine's Day while a student / athlete at the University of Maryland, and a private VIP rooftop cigar lounge. The UA branded Mansory car was a highlight and the perfect photo opp to commemorate the special evening.

As with all events, there were hurdles + curve balls to work through. Rain during the install. Additional requests at the final walk through. Local vendor relationships and a kick ass install team helped us through and we were able to deliver, helping bring to life an unforgettable night for UA VIP's.

## SERVICES

- CREATIVE DESIGN
- GRAPHIC DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSIGHT

