

UA SLIPSPEED NYC POP-UP

UNDER ARMOUR

OBJECTIVE

The UA SlipSpeed; an innovative, technology rich, industry defining training shoe was launched by Under Armour with a Pop-Up experience in the heart of the Flatiron district in NYC.

SEG was tasked to create an experience as innovative as the shoe itself; a tech driven, digitally focused experience unlike anything the Brand had created to date. With a very short lead time, SEG conceptualized, designed, engineered and installed digital entry moments and projectors to cast SlipSpeed focused content throughout the space.

The founder of UA; Kevin Plank along with a list of athletes, influencers and celebrities were all on hand to celebrate this key launch and experience the newest Brand defining experience in the Big Apple.

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- AV SUPPORT / PLANNING
- EVENT & PROJECT OVERSITE

