



Radarworks Creates a Revolution at Universal Orlando® Resort



Radarworks recently created a revolutionary event and needed the location and creative resources to bring their vision to life. "We selected Universal Orlando because Soundstage 24 provided the appropriate space to take our concepts to the extreme. The UO production and events experts were true partners and proved to be an integral part of the final product."

With attendees from around the world, the Event Team from Radarworks conceptualized "Power to the People" – a call to the revolution and a time to band together and rise above! They knew they wanted an international look and feel with an eclectic mix of visual treatments and a menu to span global tastes. The sound, lighting and entertainment would be developed in collaboration with Universal Orlando. "As a major entertainment company, we have vast creative resources to help our clients bring their visions to life. Our goal is to be a creative and flexible partner to help our clients achieve their goals with every event." Freddy Flynn, Director of Event Sales

Upon arrival, guests were immersed in the streets of New York complete with Xtreme BMX riders performing world class stunts on a half-pipe, a DJ spinning an eclectic mix, taggers and nationally known graffiti artists encouraging them to leave their mark on the club walls, and street vendors serving the finest in festival foods. And that was just the line to get into "Club 24"!



The guest list was selective but once past the velvet rope, they entered the dynamic club that provided four distinct vignettes where attendees could lounge and dine in four distinct areas, each with its own décor, cuisine, and entertainment.



Immediately to the left was the Uber-Lounge. Accented with sleek, contemporary décor an eclectic mix of funk, groove and house music, and a barrage of powerful images, words, and moments of history projected onto the stark, white walls. This area provided a dramatic backdrop as guests mingled and were served upscale hors d'oeuvres including Smoked Salmon, Foie Gras and Goat Cheese Lollipops.

To experience royal treatment, attendees ventured further into Club 24 to find a Moroccan Palace. Jeweled pillows, rugs, and fabrics provided the exotic backdrop for a traditional feast of Dhansak, Kerala, and Mousakka, while artisans adorned guests with body art from the Middle East and belly dancers and snake charmers performed throughout the event.



The Orient was marked by the sounds of Taiko drums resonating from the Asian Fusion Lounge. This area provided a mix of Asian cultures with themed chef attended stations featuring Shrimp Lo Mein, Steaming Dim Sum, and fresh Sushi. Guests could enjoy traditional spirits while watching the Taiko drummers perform.



As the evening went on, the club transformed itself once again. The music dissipated, the club lights lowered, and red lights began to flash and sirens blared. The DJ called everyone to the dance floor where he kicked into a club mix version of the Beatles', "Revolution". With the music thumping, bright lights washed over the crowd and the revolution began heightening the sensory experience of the evening. The high energy party continued complete with laser ceilings, moving lights, fog effects, and a mirrored dancer taking center stage in the middle of the circular bar in the heart of Club 24.



Finding a break from the rich sensory experience was just steps away in the Parisian street-style Café House. Comfortable furniture accented with coffee tables, board games, and books allowed guests to sit back, enjoy a variety of desserts and coffees.

At 1:30am, the club closed for the night ushering attendees back into the New York streets where buses awaited to return them to hotels with stories of their experience.

Executive Producer, Site Selection/Onsite Logistics and Event Concept and Design:
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Event Production, Entertainment, and Catering: Universal Orlando® Resort