



PLASTRONS LIMITED

Plastrons in Action: Chengdu The ONE x DreamWorks Lights

CHRIS LUK and team add a touch of magic to Chengdu for the launch of its brilliant new supermall.



Event management and marketing agency Plastrons Limited recently came home from a trip to Chengdu, Southwest China, in September 2015. The company was given the privilege of overseeing the grand opening of the massive new shopping complex, Chengdu The ONE.

Plastrons was commissioned by no less than Evergrande Real Estate Group, one of the top five property developers in China. It was the client's first major

shopping mall launch. Plastrons was appointed the sole agency for Chengdu The ONE's entire grand opening program, put in charge of all concept and execution including all visual designs, decoration arrangement and overall event management.

The successful grand opening featured beloved DreamWorks Animation characters in their very first lights lantern event as well as night car parade and dance performance in China. It also held Chengdu's first Hong Kong style Bun Tower with climbing performance.

Following the launch is a series of carnival activities running until late November. The event drew in tremendously positive media coverage in Chengdu. Plastrons received commendation from both Evergrande and DreamWorks for its perfectly executed vision. ■

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