

## Virginia Tech

Level5 Events designed and produced the “Boundless Impact” capital campaign launch at Virginia Tech's on-campus Moss Auditorium. The dynamic scenic – inspired by the towering pylons at VT's War Memorial Court – provided an ever-changing environment throughout the event.

### Challenges:

- Capture the spirit of Virginia Tech's legacy and military DNA with detailed insight into their future
- Introduce the Boundless Impact campaign brand identity for the first time
- Transform the Moss Auditorium stage into an ever-changing environment
- Showcase presenters, performers, students, alumni, and campaign chairs on stage or in video

### Solutions:

- Designed a flexible, integrated set with 3D video projection mapping across an eight-panel display
- Produced original videos, animations and graphics bringing the campaign identity to life
- Created a theatrical program of presentations and performances including the student 'Hokie Chorus' in interstitial vignettes, VT's Contemporary Dance Ensemble and four multi-generational local and university choral groups



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