

# ILLUMINATING COMMUNITY

**LEVEL<sup>5</sup>**  
EVENTS  
BY THE EXPO GROUP

For their 50th Anniversary, the Las Colinas Association (LCA) wanted to honor the past, while celebrating the future. From concept to execution, Level5 Events envisioned the overall experiential concepts and designs for a series of events and activations.

## Creative and Brand Development

Level5 designed and developed the 50th Anniversary and GLOW branding identity, style guide, logo, affiliated event hierarchy, sponsor sales kit and activations, and event collateral.

## Content Creation

In addition to creating mobile apps and videos, Level5 also designed and implemented a robust 50th Anniversary webpage, showcasing an interactive historical timeline to bring LCA's rich archives to life in an engaging and informative way.

<https://anniversary.lascalinas.org/>

## Production

As LCA's experiential agency partner, Level5 managed budgets and logistics, sourcing and managing AV, fabrication, banners and signage, and fireworks, as well as the permanent installation of an LED light show and soundscape. Level5 also worked with LCA to select venues, obtain permits, and develop a master site plan, including plans for electrical, food and beverage, security, and sanitation. All while coordinating numerous vendors, sponsors, business owners, and tenants.



50th Anniversary Webpage



Coloring Book

Glow Event Landing Page



## Bringing History to Life

Leveraging the Las Colinas Association's historical archives, Level5 researched, scripted, and produced several unique activations to tell the rich history of Las Colinas and its founder's vision to a new generation of community members.

## Mandalay Mile Walk

Level5 conceptualized, designed, and executed a mobile-app-based, interactive walking tour of the historic Mandalay Canals and Lake Carolyn. Users scan QR codes to bring content to life and are rewarded with prizes and coupons from sponsors.

## The Las Colinas Experience

A custom-designed mobile trailer highlights the life and vision of Mr. Ben Carpenter, the founder of Las Colinas, told through interactive digital content and immersive graphics. Level5 also managed the 8-month travel schedule, permitting, and training for a team of ambassadors who staff the trailer.



The Mandalay Mile Walk



The Las Colinas Experience – Interactive Interior



The Las Colinas Experience – Mobile Trailer

## The Future of Las Colinas, Illuminated

The finale, two-night GLOW Canalside Celebration came to life as the culmination of the year-long series of events, with activations focused on the future of this vibrant community.

### GLOW Included:

- A cast of 100+ performers and specialty acts, including street theatre troupes, artist, and musical groups
- Activations across five venues, each with a different expression of Glow activations and experiences
- Lit boats and gondolas in the canal and lake, serving as floating stages for illuminated specialty acts
- Headline and local entertainment on main stages, with surprise pop-up performances across the multiple venues
- A fireworks show synced to a custom soundtrack and broadcast to all five event locations, creating a spectacular finale

