

DYNAMIC STORYTELLING

LEVEL⁵
EVENTS
BY THE EXPO GROUP

For Virginia Tech's "Boundless Impact" campaign launch event, Level5 Events created a dynamic scenic environment – inspired by the towering pylons at VT's War Memorial Court – in the Moss Arts Center. Marrying both the familiar and new provided an ever-changing atmosphere of surprise and immersion.

Sylvester Johnson
Assistant Vice
Provost for the
Humanities
Professor and
Founding
Director,
Virginia Tech
Center for
Humanities



Capturing the Spirit of VT

The spirit of Virginia Tech's legacy and military DNA needed to be balanced with insight into their future. A theatrical program of presentations and performances enabled delivery of the "Boundless Impact" brand and message, while ensuring a feeling of pride for the foundation laid to date and excitement for the future envisioned.

A flexible, integrated set with 3D video projection mapping across an eight-panel display showcased original videos, animations, and graphics that brought the campaign identity to life. The finale included a choral performance made up of three community groups that enveloped the audience in song.



Extending the Reach

Explaining the value and impact of the campaign went beyond key alumni and donors to both the campus and local community.

VT extended the program content with a free concert on the Drill Field in the heart of campus. Over 5,000 people in attendance viewed the campaign anthem film and enjoyed a concert by Anderson .Paak and Fitz and The Tantrums.

