

CASE STUDIES: THE ATRIUM



UNIBAIL-RODAMCO-WESTFIELD

CASE STUDY

BIOSSANCE

Event Date

2.8.20

Location

The Atrium

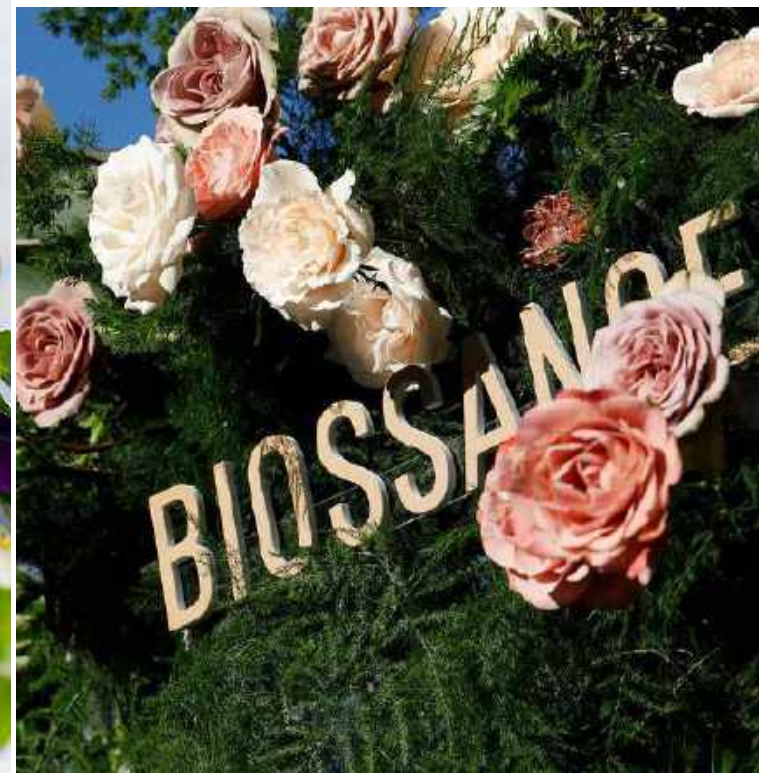
Client

Biossance

- Biossance transformed The Atrium into the “Biossance Bungalow” for a beauty-filled day featuring yoga classes, beauty activations, Q&A’s, demonstrations and product giveaways
- Queer Eye’s Jonathan Van Ness, spokesman for the brand gave a masterclass on stage for over 400 guests
- A sustainably sourced squalene bar plus lactic acid resurfacing night serum and other Biossance products were featured along with a deep sleep therapist consultation cabana









CASE STUDY

THE MARKET

Event Dates

11.29.19 – 12.5.19

Location

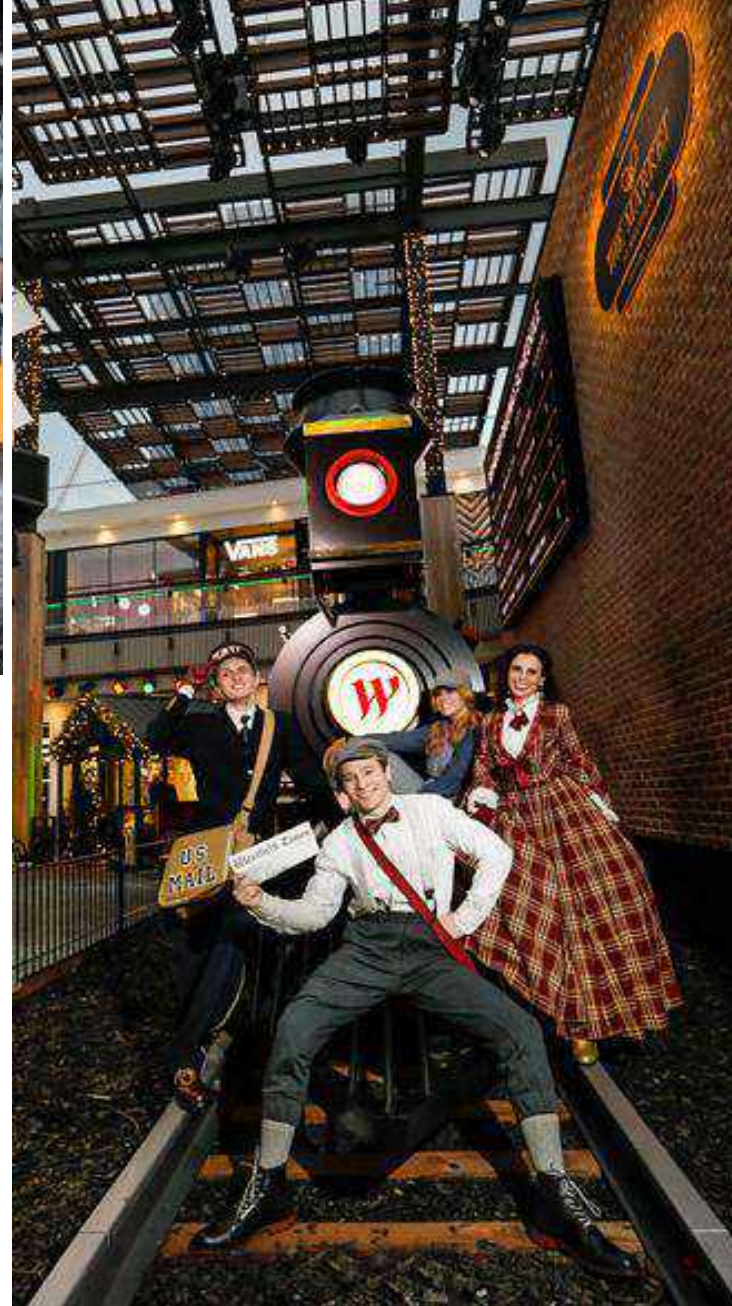
The Atrium and Level 2

Client

Westfield Century City

- On Black Friday Weekend, Westfield Century launched The Market our interactive and immersive Holiday experience
- This 38 day program featured multiple elements including: Life-Size Train Station and Engine with working Steam Stack, Whistle and Bell, Multi-Level Hourly Snowfall, Hourly Theatrical Performances with Village Cast (Post Man, Train Conductor, Newsie, and Socialite), Cobble-Stone Streets, Pine Trees, Street Lamps, Street Signs, Park Benches, Twinkling Lights & Forest Scents
- Ticketed Attractions during the program included; Santa's Bungalow a Studio-Style Photo Experience complete with a Working Chimney and Santa and Mrs. Clause as well as a 700ft Synthetic Skating Loop complete with Chalet, Skate-Up Bar and Kissing Booth
- Sponsorship and Brand Integration throughout The Market included; 20ft tall Clocktower with hourly chimes Sponsored by L.O.L Surprise, Santa's Post Office featuring gift wrap from Papyrus and Santa's Mail Service with Letters to Santa. The Skate-Up bar exclusively Featured Miller-Coors and Coca-Cola Products and supported sampling for various retailers within the center
- The Market integrated nine retail shops and four food carts to offer shopping experiences that included; Dandelion Chocolate, Ghost Democracy, Goodies, Lady M, Lord Jones, Nura, Tiary, Vejo and Von Holzhausen to name a few













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CASE STUDY

NAGOYA

Event Date

10/26/19

Location

The Atrium

Client

Los Angeles – Nagoya Sister City Affiliation

- “LANSCA” celebrated their 60th Anniversary as Sister City to Los Angeles with a big celebration open to the public from 10am – 6pm
- The Opening Ceremony kicked off with a traditional Taiko drum performance followed by remarks from Los Angeles Mayor Eric Garcetti and the Mayor of Nagoya, Takashi Kawamura
- Performances took place throughout the day to include Samurai Warriors, calligraphy, traditional Japanese dance and a concert by popular Nagoya group “dela”
- Guests were invited to stroll through activations including airlines and attractions to promote the city of Nagoya, cultural dress-up in Kimonos, traditional food tasting and craft making
- Japanese Tea Ceremonies were held replicating the intimate setting of a tea room within a garden atmosphere. The host wore traditional Kimono attire, educating attendees on proper tea room etiquette to include the gestures used to drink the tea and the appreciation of the utensils



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CASE STUDY

ADDAMS FAMILY PREMIERE

Event Date

10/6/19

Location

The Atrium

Client

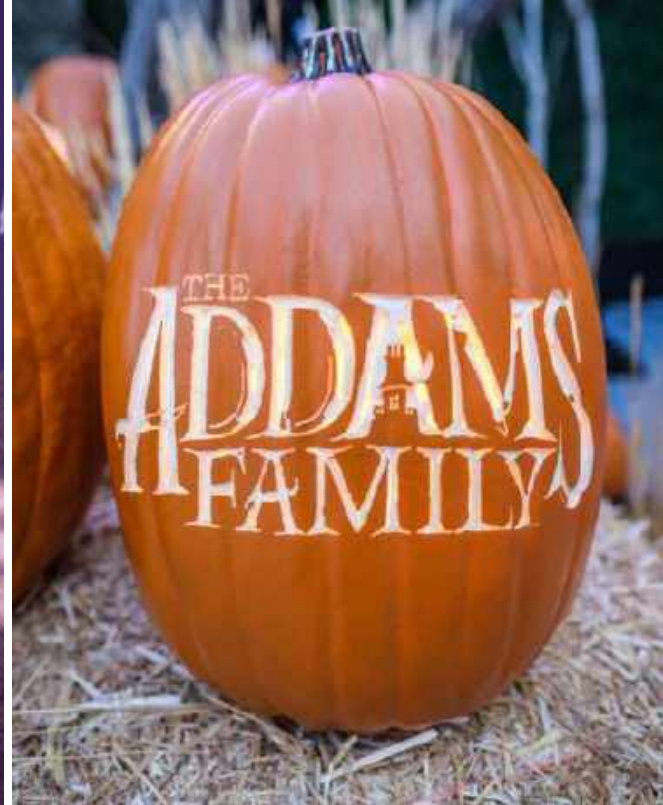
Damminger Productions | MGM

- Damminger Productions created a private two-hour pre-party for 350 guests along with a purple carpet for the “Addams Family” animated film premiere
- As guests entered the event, they passed through a custom branded black gate accompanied by a smoky fog effect. The area was privatized with spiderweb-clad hedge walls and featured Halloween florals and table décor along with themed food & beverage options such as Oreo “Dirt” Cups with Gummy Worms and Bloody Marys
- Kids had a great time participating in activities that included a slime station, face painting, sketch artists, and a branded pumpkin patch as DJ Livia spun tunes for a dance party to include music from the movie soundtrack
- A full look-alike family including Gomez, Morticia, Lurch, Wednesday and Pugsley roamed the space taking photos with attendees
- Press lined the carpet as **Charlize Theron, Snoop Dogg, Christina Aguilera, Chloe Grace, Finn Wolfhard, Nick Kroll** and many other VIPs interviewed and posed for photos
- Following the event, attendees enjoyed an exclusive screening inside of AMC Theatre



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CASE STUDY

HONG KONG TOURISM BOARD

Event Date

9/20/19-9/22/19

Location

The Atrium

Client

Hong Kong Tourism Board

- Visitors experienced the allure of Hong Kong and its neighboring Greater Bay Area destinations of Macao and Guangdong Province through a series of interactive exhibitions, designed to celebrate the region's iconic architecture and cuisine
- Opening night kicked off with a private event for 300 guests including Hong Kong Government officials, the Hong Kong Tourism Board, LA 5th District Council Member Paul Koretz and multiple media outlets
- Activities included exploratory programs in various exhibition zones, allowing Angelenos to immerse themselves in the captivating neighborhoods, arts, culture and dining of Hong Kong
- Visitors were taken on a journey through a quintessential neighborhood of Hong Kong, Old Town Central, brought to life in miniature scale to exemplify Hong Kong's unique and dynamic blend of both East and West, and traditional and contemporary
- Arts exhibitions included appreciation of Cantonese opera costumes, handcraft and props, with visitors invited to try on ornate Cantonese opera costumes for photo opportunities. Cantonese opera is a highly respected art form, blending Chinese legend, music and drama in a vibrant performing style
- A crowd favorite, the Hong Kong Café provided complimentary culinary delicacies, including dim sum and milk tea, in a *cha chaan teng* (Hong Kong-style diner) setting, where visitors had a taste of the city's modern history











CASE STUDY

NATIONAL GEOGRAPHIC FREE SOLO

Event Date

8/11/19

Location

The Atrium

Client

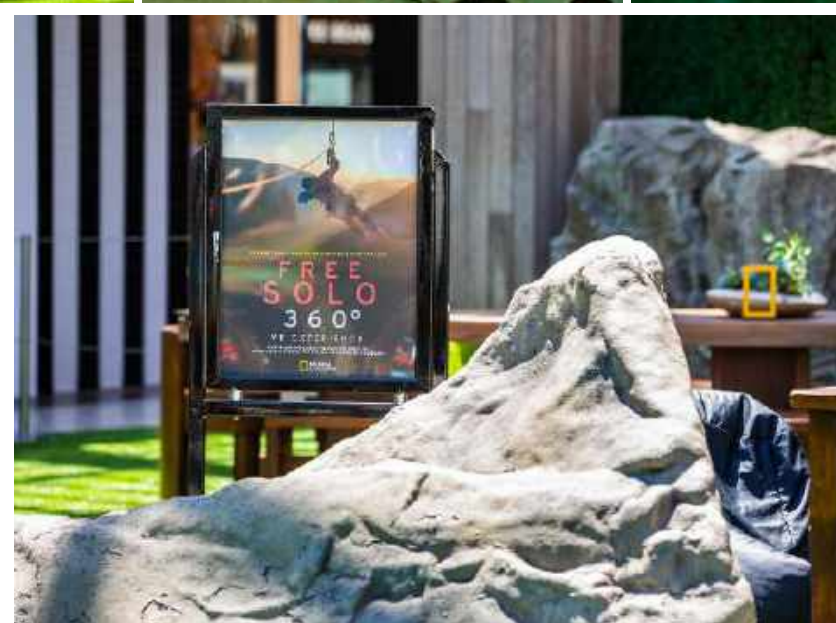
National Geographic Partners, LLC

- National Geographic hosted a private event as part of the 2019 Emmy Season's "For Your Consideration" screenings and events to promote the film FREE SOLO
- Event Detail B The film documents the free soloist climber Alex Honnold, as he prepared to achieve his lifelong dream: climbing the face of the world's most famous rock ... the 3,000ft El Capitan in Yosemite National Park ... without a rope
- Attendees of the event included filmmaker E. Chai Vasarhelyi ("MERU") and world-renowned photographer and mountaineer Jimmy Chin
- Guests were able to watch the film on loop on the LED screen while enjoying cocktails and lite bites while "DJ Bad Ash" spun fun tunes
- Activation elements included a rock climbing wall, a VR experience of climbing El Capitan, watching the film editor in action and a canoe photo-op
- List of Activations Design and décor was entrusted to the in-house Westfield Production team who created a vision of being in California wildlife by incorporating pine trees and a natural rock landscape
- To top the event off, the 200 guests walked away with a carabiner clip mug as a souvenir!



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CASE STUDY

TASTE

Event Date

10/18/19 – 10/20/19

Location

The Atrium & The Oasis

Client

Westfield Century City

- Back for its second year, Westfield Century City's award-winning TASTE Festival showcased an epicurean extravaganza
- The culinary experience featured samplings from 28 of the center's restaurants and eateries, including live demonstrations, multiple tasting bars, live entertainment, and more
- The sold-out annual event hosted nearly 750 guests across 3 days.
- Celebrity **Chef Richard Blais** (co-founder of the center's ultra-popular Crack Shack restaurant) made a special appearance on Sunday October 20th, hosting an on-stage cooking demo featuring different dishes from his restaurant including chicken oysters and champagne sorbet. His usage of a mega-sized blow torch and billowing dry ice wowed the crowd and made for an action-packed presentation
- Other live demos included a tiramisu cooking showcase by Eataly's **Chef Giorgio** and a how-to instructional class about the Art of Plating, with food stylist **Meg Quinn** of @ainttoproudtoMeg— where audience members learned to create the perfect TASTE-inspired mezze board
- Live music included performances by **Undecided Future, Beldina, Morgan St. Jean** and the popular UK artist from *America's Got Talent*, **Alex Boyé**
- The weekend was full of savory samplings from restaurants such as **Del Frisco's Double Eagle Steakhouse, Eataly, Javier's, Halo Top, and Wexler's Deli**, just to name a few. The event also featured a 28ft tall **Blue Moon** teepee bar, and tray passed treats from the world-famous **Bake Cheese Tart**



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CASE STUDY

ART UNIVERSE: IMMERSIVE DOME

Event Date

7/10/19-7/21/19

Location

The Atrium & The Oasis

Client

Wisdom LA

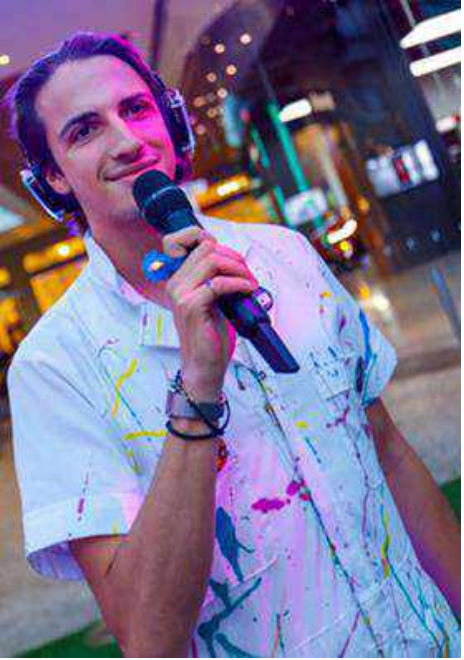
- Westfield Century City and Wisdom LA partnered to produce an immersive 12-day ticketed projection art show in a pop-up 45-foot wide dome theater
- Guests passed through a 20-foot tall pink curtain to enter a artful playground including 4 mini domes, filled with whimsical lounges, games and colorful décor
- A hand-painted Art Universe wall was brought to life during the Grand Opening event where attendees including Tyra Banks & Patrick Starr enjoyed experiential mixology, a slow motion photo booth, custom vinyl record spin art giveaways, and a preview of the show
- Inside the main dome theater, guests relaxed in black leather bean bags for a 15 minute 360 dome projection show, travelling to 7 different planets, created by 7 digital artists
- The content was an original production by Likuid Art and 360Art, featuring original score and creative by several artists including Andrea Fellers, Android Jones, Greg Craoloa Simkins, Karen Bystedt, Devin Liston, and Risk
- Special events including Sound Baths, Silent Discos, Private Dinners and Cocktail Parties were hosted throughout the program
- Every 15 minutes, a bubble show filled the Atrium with thousands of bubbles
- Shows ran hourly each day, and over 6000 guests experienced Art Universe throughout the program











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CASE STUDY

MOOD DOME DINNER PARTY

Event Date

7/18/19

Location

The Atrium & The Oasis

Client

MOOD Pop Up

- MOOD, a members-only dinner club, hosted one of their popular pop-up experiences in The Atrium under a 45-foot wide immersive dome structure
- \$250 tickets sold out overnight to 60 hand-selected invitees
- The event began with a high-energy cocktail party including hand painted body art, live music, eclectic dancing and animatronic dinosaurs
- Guests then entered the dome and were transported to an intergalactic-inspired restaurant, where beautiful imagery of deep space was projected above on the 360 degree canvas
- Dinner was prepared by multiple chefs atop an elevated, fully exposed kitchen, and served by dancing performers
- The atmosphere was full of delight as each course was delivered, all while artists painted on large canvases around the room, and a DJ spun high energy tunes



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CASE STUDY

MURAD POP-UP

Event Date

6/22/19-6/23/19

Location

The Atrium

Client

NVE | Murad Cosmetics

- Murad Cosmetics celebrated their 30th Anniversary with a 'Wellness Vault' inviting guests to unlock a healthier and happier life
- Within the vault, personalized skin care regimens were customized for each visitor and a Sound Healer hosted intimate Sound Bath experiences
- Attendees had the opportunity to meet Dermatologist and pharmacist, Dr. Howard Murad, and with musical YouTube star, Jess Conte and while enjoying complimentary Coconut Water and Watermelon Skewers
- Influencers were invited for a special sneak peek before the space opened to the public, and the Vault opened each day with hundreds of excited fans in line. Complimentary \$45 skincare products were handed out to each guest and the first 50 visitors received a free wellness kit valued at \$329
- Sephora also hosted an in-store event to promote the product in conjunction with the Atrium pop-up









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CASE STUDY

HOT WHEELS ID

Event Date

6/14/19-6/16/19

Location

The Atrium

Client

Mattel

- On Father's Day weekend, Mattel hosted the official global launch event for the latest in Hot Wheels technology – Hot Wheels™ id
- Hot Wheels™ id blends traditional Hot Wheels play with a digitally connected racing system that revs competition and experimentation. The more kids play with physical vehicles on the Smart Track®, the more they can level up in the app, tackle new challenges, and set amazing records!
- This free family event drew thousands of guests to The Atrium, where participants were encouraged to compete against one another, racing cars at Smart Track stations, and using the app to keep track of speed and the performance of their cars
- Throughout the multi-day event, participants were invited to the stage to test-demo the new technology, and their scores were displayed in real-time on the 16x9 LED screen for their families and shoppers to see
- Guests enjoyed photo ops next to life-sized replicas from the 1:1 Hot Wheels Garage, including a Twin Mill. The Twin Mill is arguably the most famous, memorable and popular Hot Wheels car of all time, so much so that Hot Wheels themselves made this real life, full scale, fully functioning replica which is a magnetic attraction for audiences of all ages
- The Hot Wheels™ id product line was sold exclusively at the Apple store, adjacent to the Atrium event, where hundreds of collectors and fans flocked to purchase the new gear









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CASE STUDY

GOLD AWARDS GALA

Event Date

6/8/19

Location

The Atrium

Client

Girl Scouts

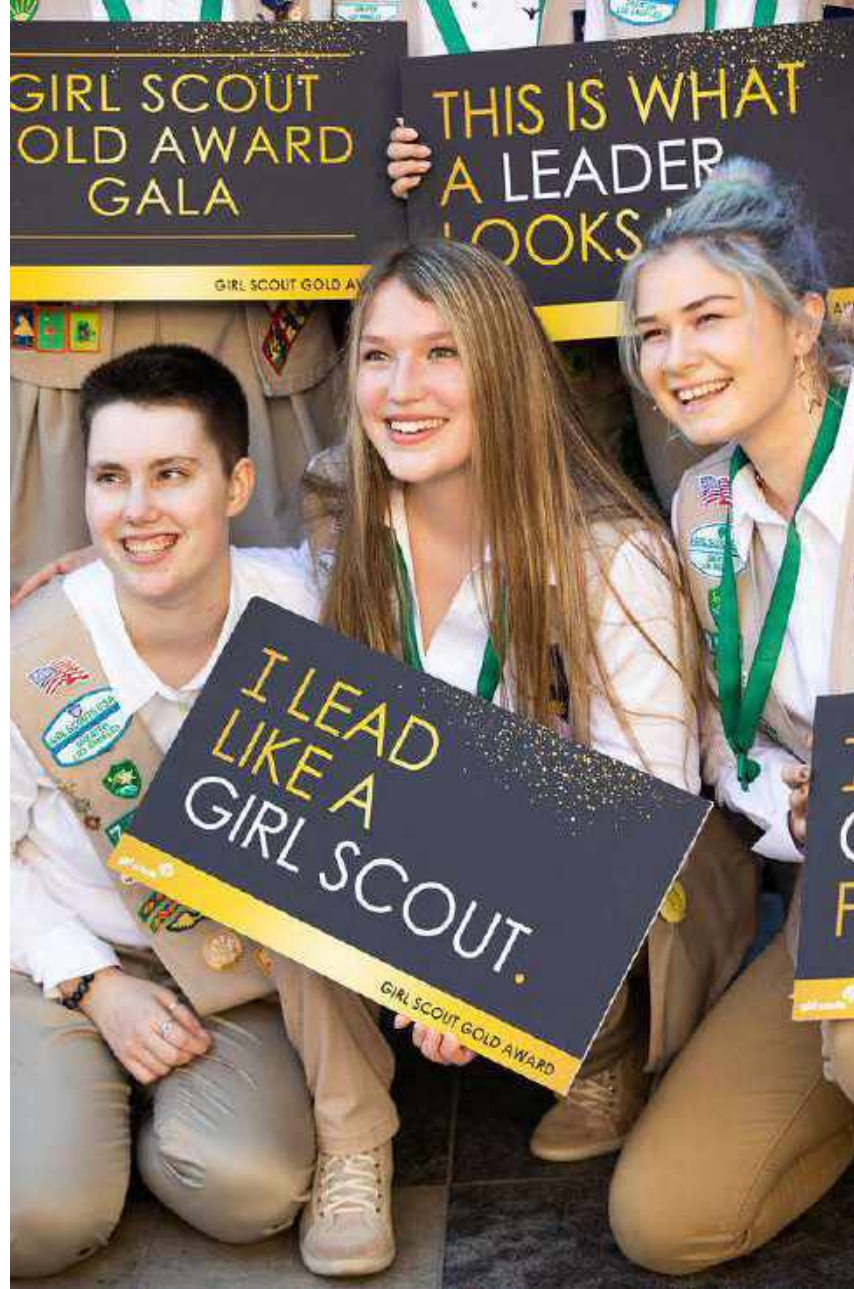
Program Overview

- 400 donors and board members joined Girl Scouts and their families at the inaugural Gold Awards Gala, to raise funds that will help provide continued Girl Scout Leadership Experience in under resourced communities throughout Los Angeles
- Over \$400,000 was raised in one night through sponsorships, silent and live auctions. The dollars raised from the evening account for one third of the Girl Scouts of Greater Los Angeles' philanthropic goal for the entire fiscal year
- The celebration included Women of Distinction awards for 2019 with the Honorable Sandra R. Klein, Lisa Ling, and Pattie Sellers
- Key attendees were identified as Mentors, and participated in speed networking sessions with the Girl Scouts, giving the girls an opportunity to dive into topics with a diverse group of leaders
- Guests helped to create a community art piece that was completed throughout the night by a muralist, and also enjoyed a buffet style dinner, multiple bars, tray passed hors d'oeuvres, and a Girl Scout cookie inspired sweet dessert station













CASE STUDY

MIDSUMMER SOLSTICE

Event Date

6/5/19-6/7/19

Location

The Atrium

Client

Hendrick's | Momentum

Program Overview

- To celebrate the official U.S. launch of its newest innovation, *Midsummer Solstice*, Hendrick's Gin hosted an immersive tasting event inviting guests to discover a world inspired by the cosmic flowers and eternal mysteries of the solstice
- Guests stepped through a Hendrick's phone booth to access a speak easy, where they exchanged wooden tokens for three different complimentary cocktails crafted by a mixologist on-hand to explain his creations. Terrariums were suspended from mystical trees, and filled with edible florals that attendees hand selected and added to their cocktails
- In addition to enjoying afternoon drinks, guests were greeted by the "Tree of Life", "Living Vine" and "Living Bouquet" among other entertainers and characters
- Within the garden setting there were multiple themed touchpoints including a flower shop with custom complimentary bouquets, a flower swing, café seating, and lots of fun photo opportunities. The environment was also filled with floral aromas and a magical soundtrack that brought the full experience to life
- Over 2,000 attendees enjoyed the 3-day experience and tasted the limited release product



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CASE STUDY

MASKED SINGER

EMMY FYC EVENT

Event Date
6/4/19

Location
The Atrium

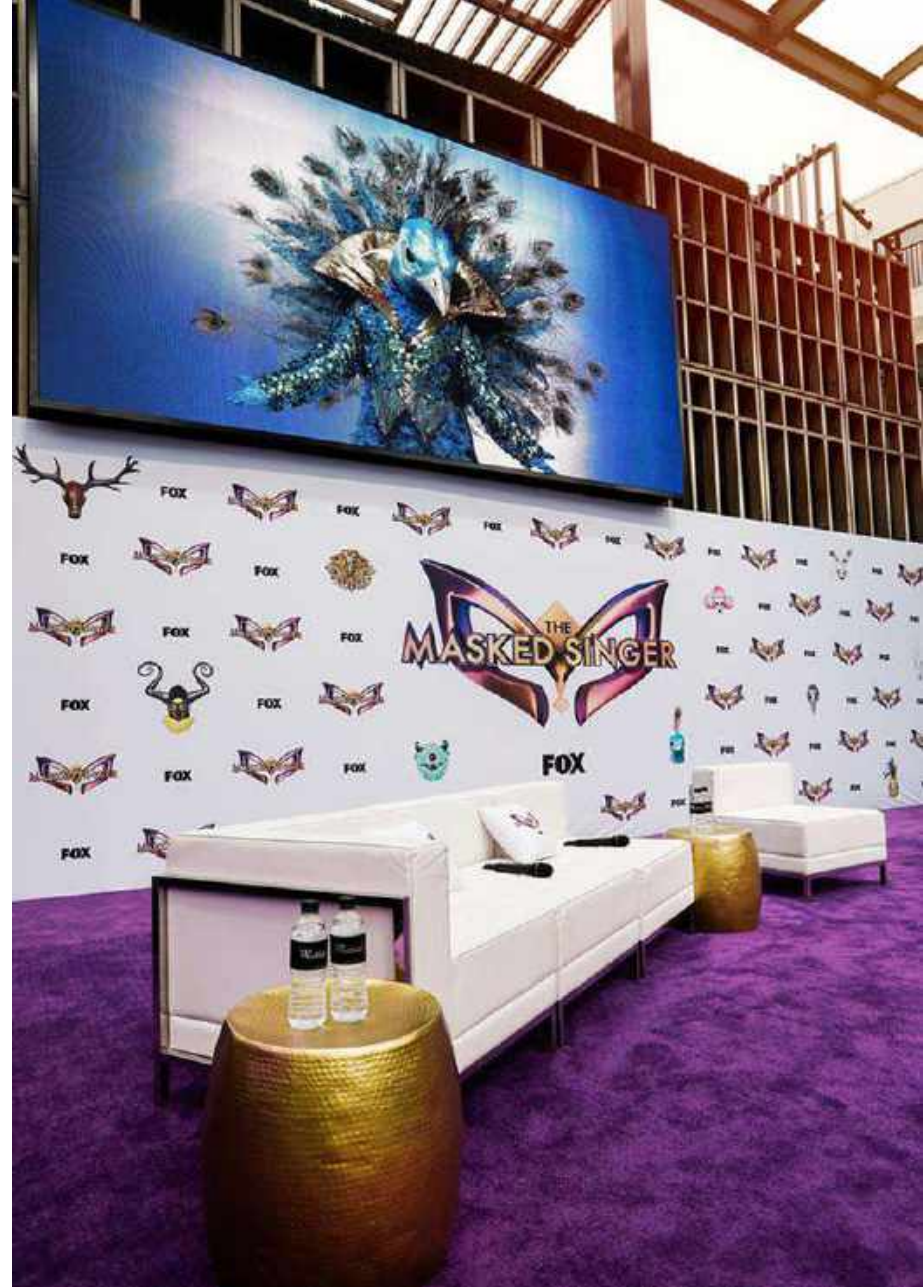
Client
FOX

Program Overview

- The stars of *The Masked Singer* came together for an exciting evening to promote their reality series ahead of Emmy's season
- Host **Nick Cannon** joined judges **Ken Jeong**, **Jenny McCarthy**, **Nicole Scherzinger**, and **Robin Thicke** for press interviews on the purple carpet, followed by a panel discussion moderated by last season's contestant, **Ricki Lake**
- Costume designer **Marina Toybina** took part in the discussion and 8 of her incredible costumes were on display throughout the space
- Over 400 Academy Voters attended and received masks on their chairs representing each of the costumes from Season 1, and had the opportunity to mingle and take photos with the talent after the panel discussion
- The reception area featured themed lounge vignettes, branded bars & pillows, and assorted tray passed apps



THE
MASKED SINGER









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CASE STUDY

STARZ NETWORK EMMY FYC EVENT

Event Date
6/1/19-6/2/19

Location
The Atrium

Client
STARZ | INVNT

Program Overview

- STARZ hosted a full-scale 2-day *For Your Consideration* event in The Atrium showcasing 7 of their shows: *Outlander*, *Now Apocalypse*, *American Gods*, *Power*, *Vida*, *The Spanish Princess* and *America to Me*
- 7 individual activations were themed as recognizable scenes from each show. These life-sized vignettes invited guests to explore and take photos, watch interactive VR content in a mini-theater, become a queen or king, play in a ball pit, hang out in a dive bar, and even enter a faux animated elevator
- The activations attracted hundreds of curious shoppers on Saturday while the experience was open to the public
- The main event was held on Sunday, and was exclusive to Academy Voters, Starz Executives, Actors, Writers, Producers, Directors and other affiliates
- The stage was programmed back-to-back throughout the day with fashion presentations featuring iconic costumes from each show as well as panel discussions with talent including **50 Cent**, **Caitriona Balfe**, **Sam Heughan**, **Sophie Skelton**, **Richard Rankin**, **Ronald D. Moore**, **Steve James**, **Bing Liu**, **Jada Buford**, and more.
- Voters and executives enjoyed theatre themed snacks while exploring and networking





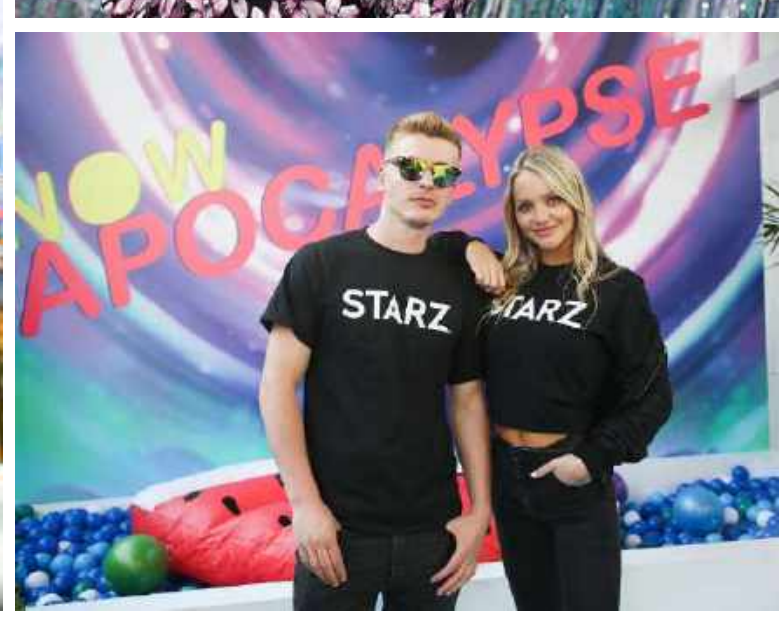
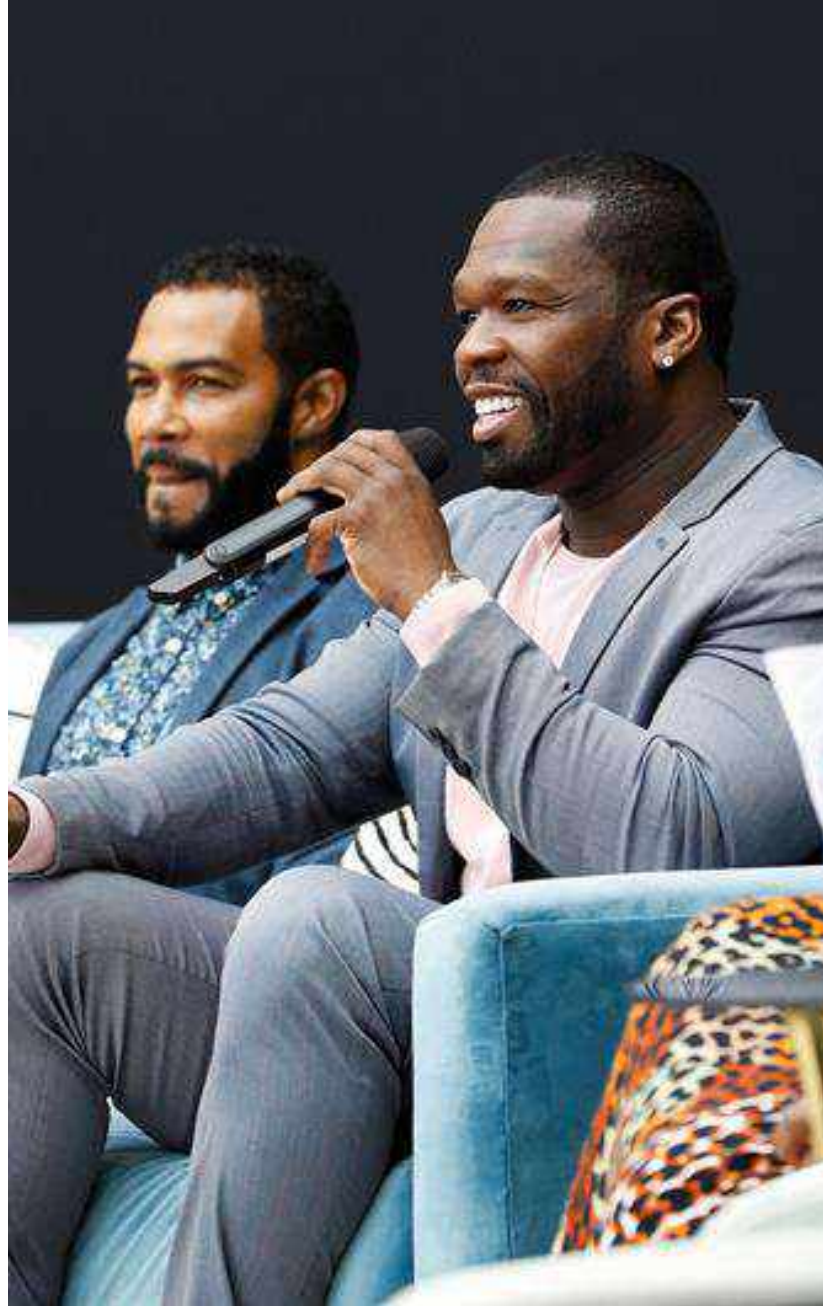












CASE STUDY

BIG LITTLE LIES

ADVANCED SCREENING

Event Date
5/30/19

Location
The Atrium

Client
HBO | Bloomingdale's

Program Overview

- Bloomingdale's and HBO partnered for a sneak preview of the first episode from Season 2, of *Big Little Lies*
- 400 lucky guests enjoyed a screening of the first full episode, 2-weeks before it officially aired on HBO
- Big Little Lies custom branded gift bags were filled with beauty products, BLL branded hats, and other gifts from Bloomingdale's
- Following the screening, attendees enjoyed a reception featuring cocktails, and a themed Coffee & Tea cart





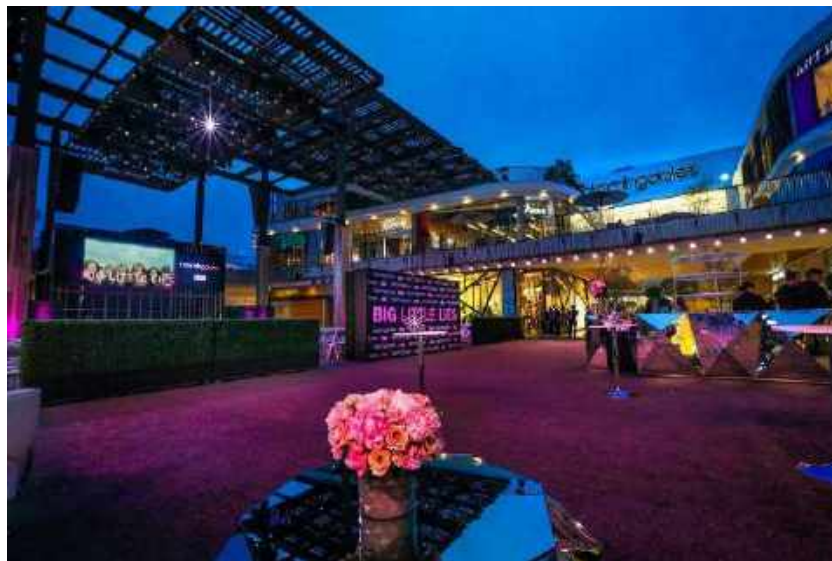


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CASE STUDY

black-ish / grown-ish

Event Date
5/22/19

Location
The Atrium

Client
CGDA

Program Overview

- The Costume Designer's Guild Awards hosted another popular event in The Atrium featuring ABC Television's black-ish and grown-ish
- The Atrium was adorned with décor inspired by both shows – including a 40' tall balloon sculpture, and a solo cup tower
- Costume Designer **Michelle R. Cole** was joined by actress **Yara Shahidi** for an intimate conversation moderated by **Nischelle Turner** of Entertainment Tonight. The discussion covered topics such as favorite costumes created for the cast, the experience designing costumes for their 100th episode celebrating **Prince**, and the direction where Yara see's her character and **Zoey Johnson's** style going into the next season
- Select costumes from the show were also on display, including designs worn by **Deon Cole**, **Marsai Martin**, **Tracee Ellis Ross**, and **Yara Shahidi**
- Over 150 attendees including press and industry executives, mingled and took photos with Cole and Shahidi during the post-event reception









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CASE STUDY

SUMMER FRIDAYS

1-YEAR ANNIVERSARY

Event Date

3/23/19

Location

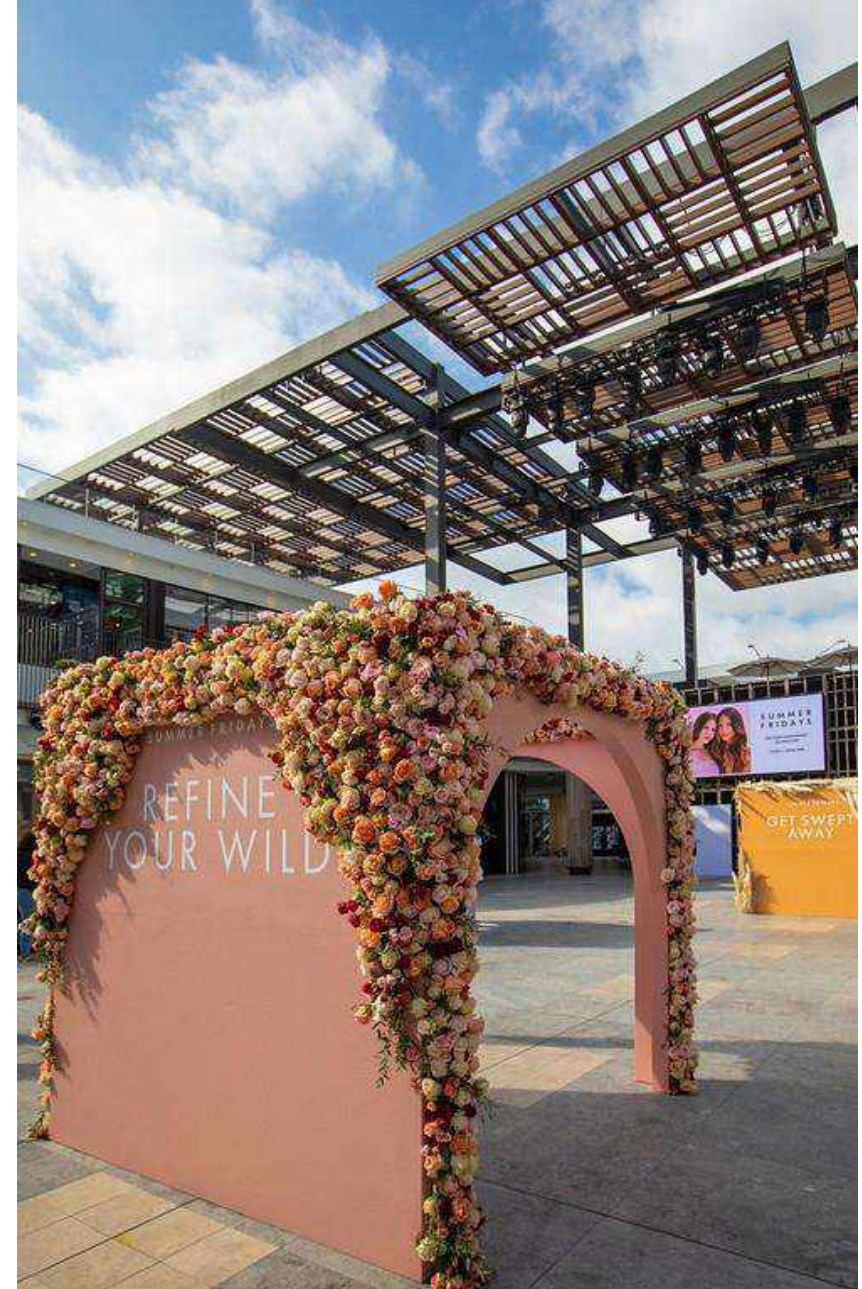
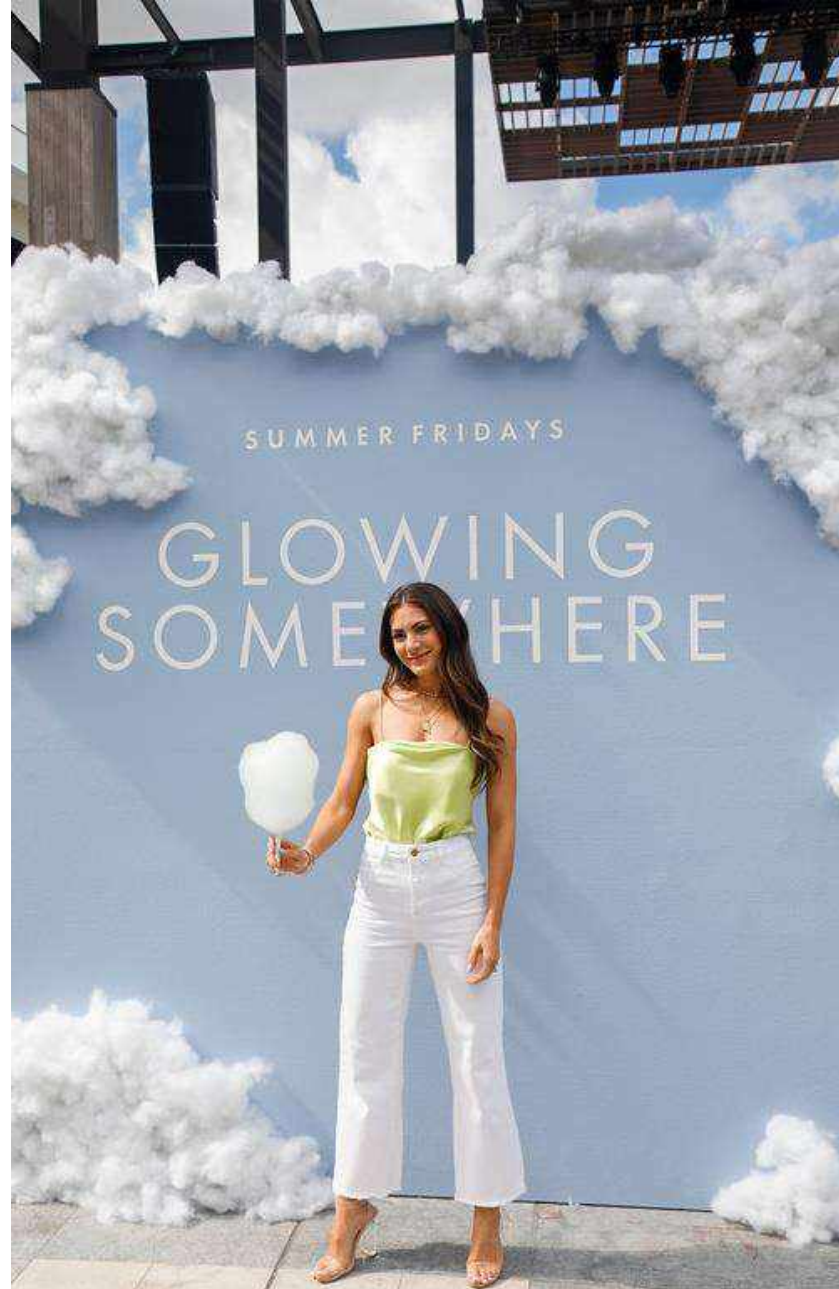
The Atrium

Client

Summer Fridays

Program Overview

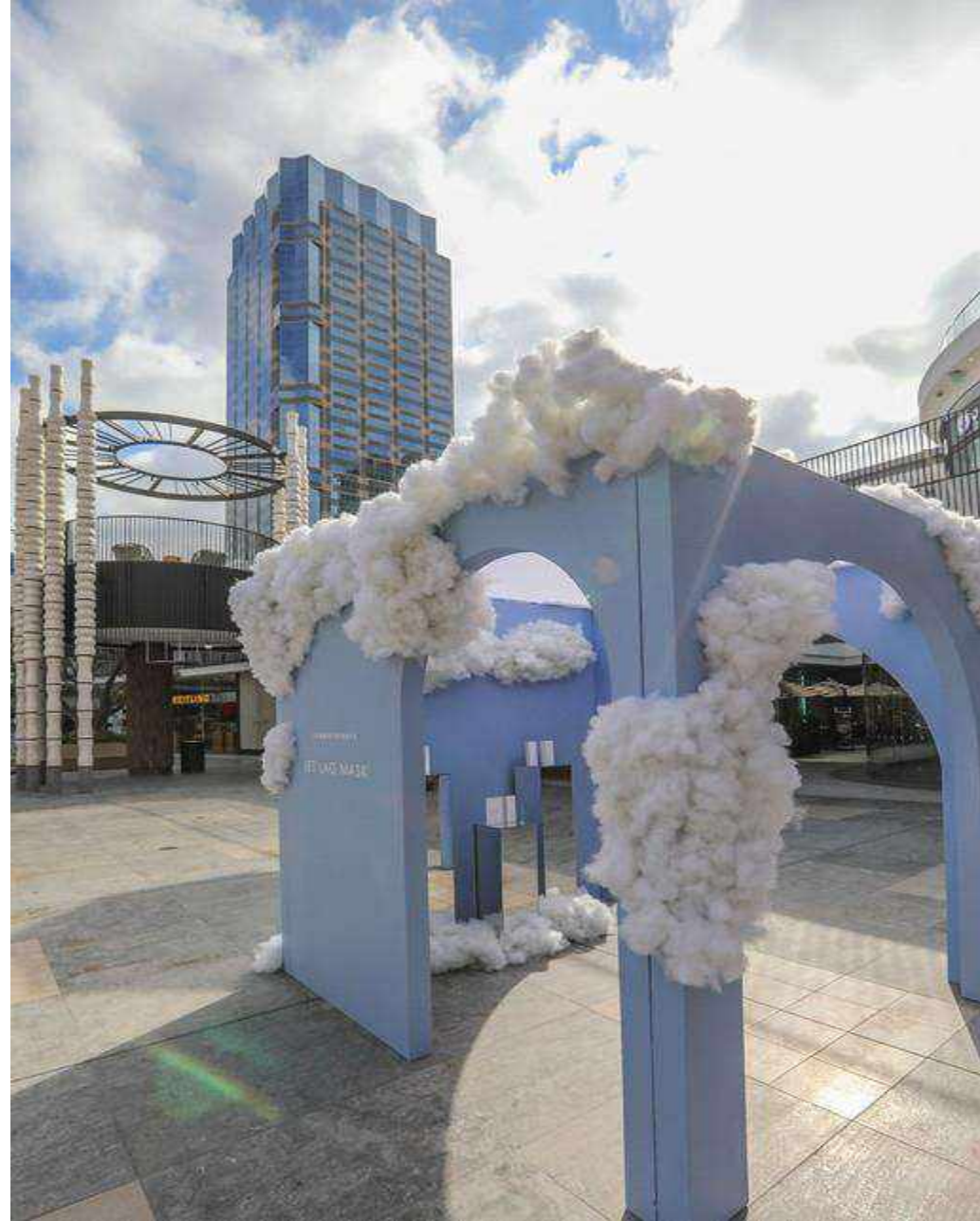
- Summer Fridays co-founders and mega influencers Marianna Hewitt and Lauren Gores Ireland, celebrated the one-year anniversary of their brand with a beautiful event in The Atrium
- The one-day pop-up featured three different custom vignettes, each representing one of their popular face masks: Jet Lag, R+R & Overtime. The vignettes were an Instagrammer's Dream, covered in florals, clouds and colorful foliage
- Guests were invited to bring their BFFs to enjoy mini manis by Olive & June, cotton candy by Bon Puf, photos by MirMir, live tunes by DJ Lindsay Luv, and sips by Pressed Juicery
- Marianna and Lauren met and mingled with guests throughout the afternoon, and ambassadors were on hand in each vignette to talk about the benefits of each product

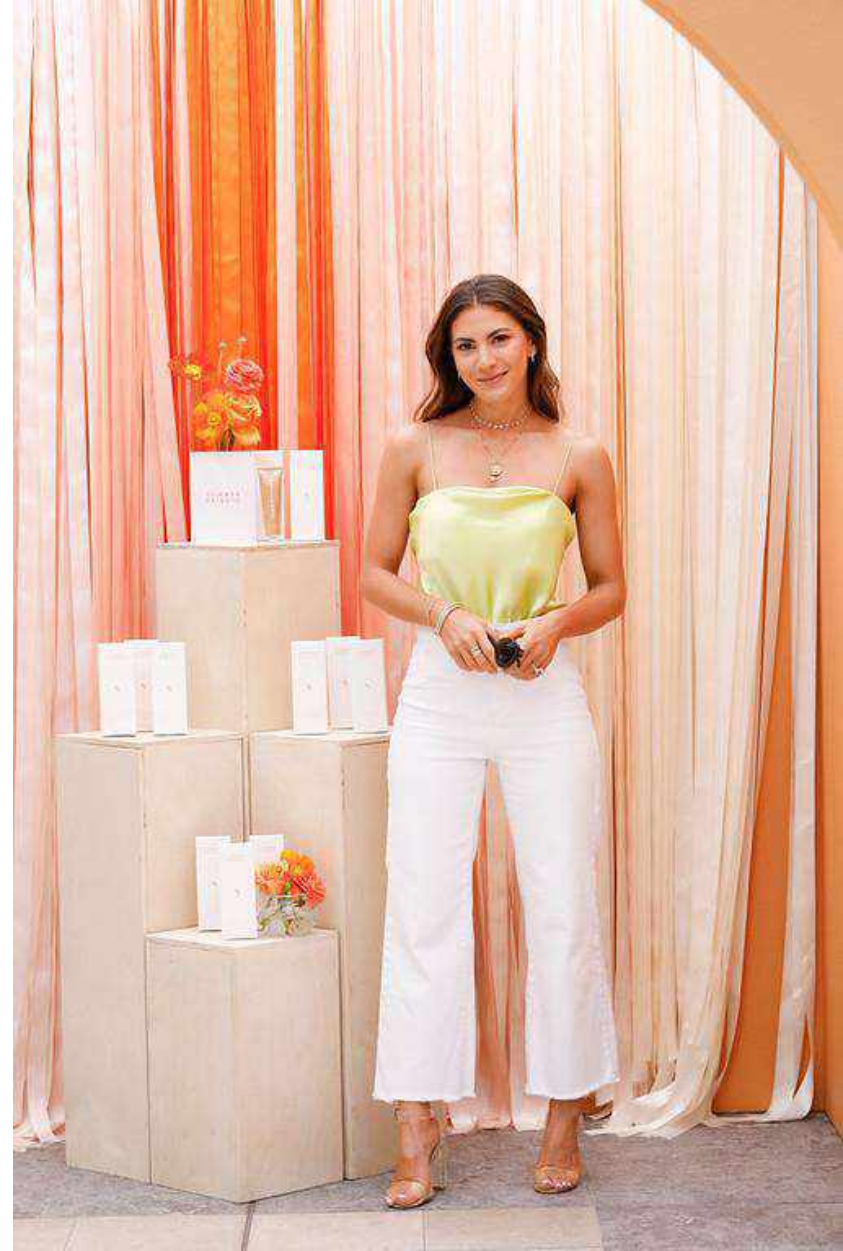


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CASE STUDY

BEAUTY & BALANCE

Event Date

3/6/19-3/10/19

Location

The Atrium & The Oasis

Client

Westfield Marketing

Program Overview

- Westfield Century City celebrated Beauty & Balance for 5 full days with an action-packed event highlighting our health and wellness retailers
- The event took place in a lush greenhouse in the middle of The Atrium, creating an intimate botanical setting for relaxation and rejuvenation for thousands of attendees
- The full schedule of programming including fitness and dance workouts, beauty and wellness demonstrations, chef demos, and styling sessions
- Some highlights included HIIT workouts with Luminhero and lululemon, cardio with Orangetheory Fitness, boxing with Gloveworx, chef demos with Javier's and Eataly, sold-out dance cardio workouts with Dancing With The Star's Kym Herjavec and Hollywood fitness expert Simone De La Rue, meditation with Unplug Meditation, and a live podcast with author Jennifer Cohen and former professional NBA player, Dennis Rodman
- Guests enjoyed the Wellness Lounge and Style Lounge in-between classes. Fresh, Caudalie, NEXT HEALTH, and The Hello Darling Hair Salon offering complimentary services and treatments, while apparel retailers including Stance, Seafolly, Calmist, and Bloomingdale's showcased their fitness and workout apparel for guests to browse and shop
- Influencers who attended and posted about event included Marianna Hewitt, Lauren Gores Ireland, Tara Sowlaty, and Scott Cunha



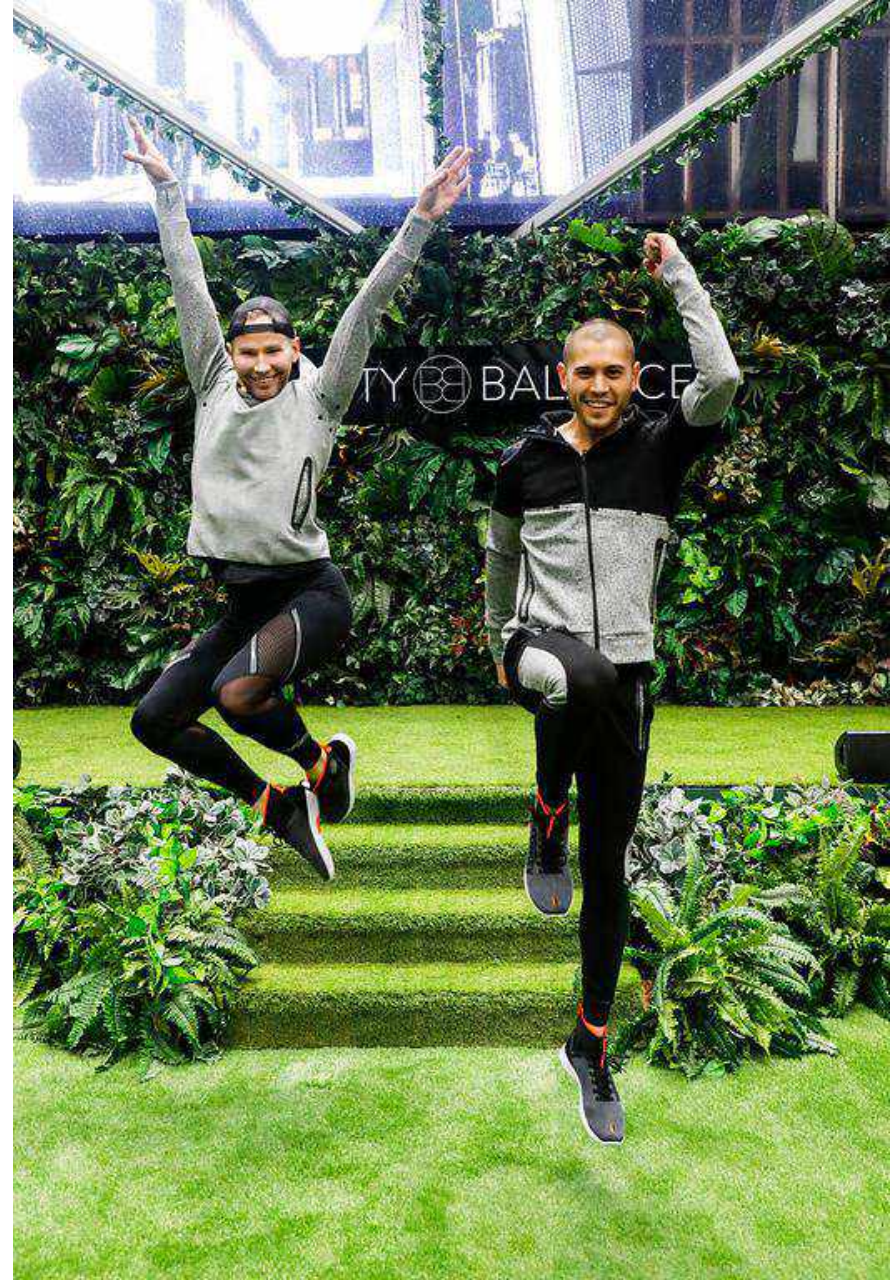




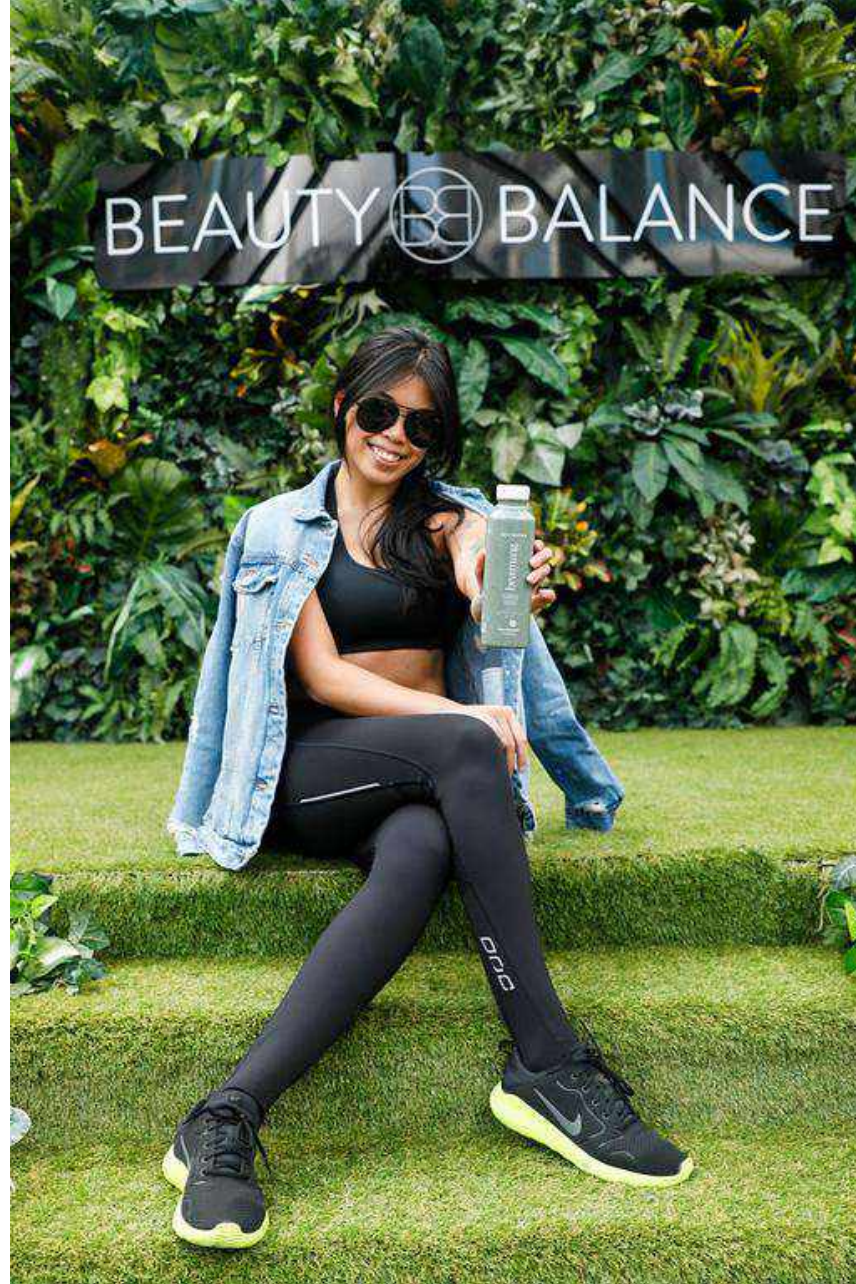


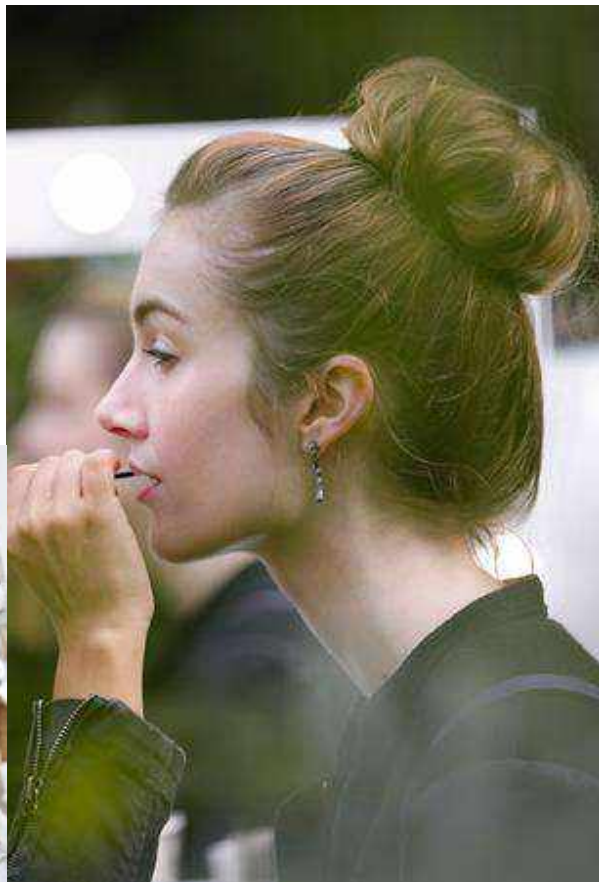
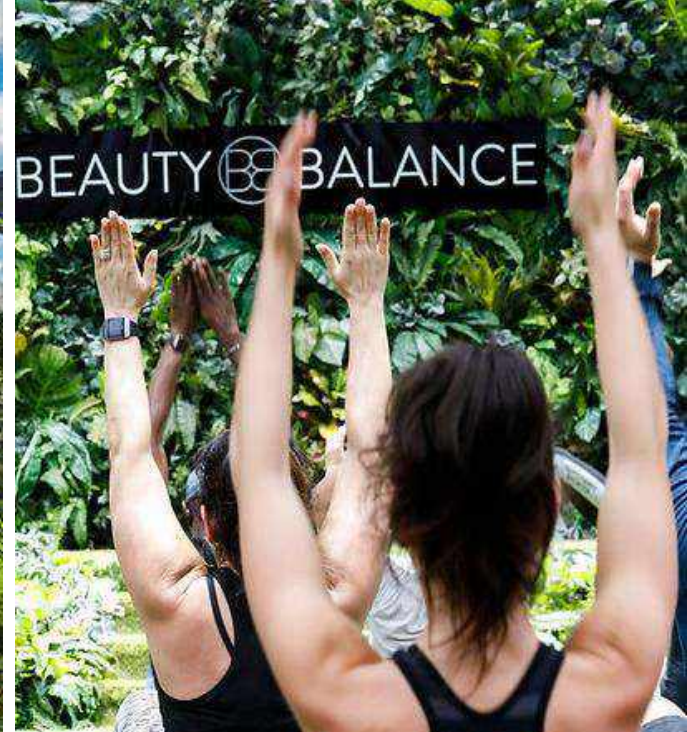
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CASE STUDY

THE HOUSE OF GOOD FORTUNE

Event Date

2/1/19 – 2/5/19

Location

The Atrium

Client

Panda Express

Program Overview

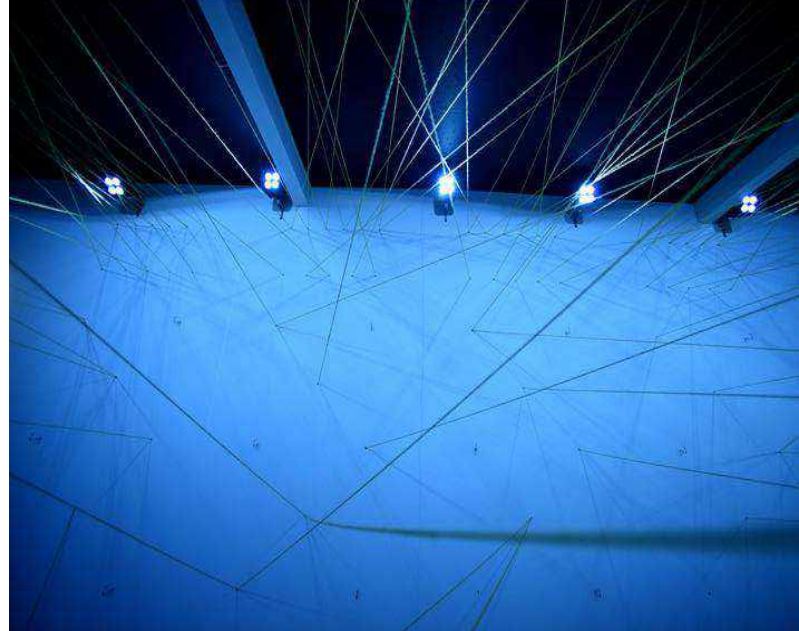
- Panda Express presented The House of Good Fortune in celebration of Lunar New Year for 5 days
- The experience brought stories to life through symbols of luck, health, happiness, longevity, prosperity and community, told through interactive installations
- The 6,000 square foot structure housed five immersive, multi-sensory rooms where guests discovered the rich traditions of one of the world's most vibrant celebrations
- Each room provided a one-of-a kind experience—flying red envelopes, an ever-changing hall of noodles, an animated dragon, a festival of lanterns and a maze of oversized mandarin oranges
- The celebration was center-wide, with Lunar New Year décor and promotional art filling the Santa Monica Boulevard Vitrines as well as hanging in a chandelier of lanterns above the Westfield Concierge desk – both installations were created by artist and collaborator Jeff Nishinaka
- The exhibition kicked-off with a VIP party for 200 influencers and members of the press, featuring a panel discussion with Harry Shum Jr
- The week was full of other activities - Bloomingdale's joined in the festivities with traditional lion dancers, and Westfield shoppers that spent at least \$300 and showed their same-day receipts to Concierge picked one red envelope from a grab bag filled with retailer surprises
- **Over 10,000 guests experienced the activation, which was 30% above their expected attendance**

















CASE STUDY

BLACK PANTHER

Event Date

2/20/19

Location

The Atrium

Client

CDGA

Program Overview

- Westfield Century City and CDGA partnered to host a panel discussion and cocktail party with Black Panther cast member Danai Gurira and Oscar Winning costume designer Ruth E. Carter in The Atrium
- The panel host, Clarissa Cruz from Entertainment weekly dove into topics covering costume designs, inspiration, color and texture pallets in the show and costume design process
- 150 guests including members of the CDG and industry executives attended the event
- Following the discussion, attendees mingled with the panelists and enjoyed an up-close look at the most popular custom costumes from the film
- The Atrium was transformed into a Black Panther themed experience with purple flooring, dramatic gold furniture and luscious ferns and palms.
- During her near 30-year film career, Ruth E. Carter has earned three nominations for an Academy Award for Best Costume Design for her work on Malcolm X, Amistad, and most recently for Black Panther. **Just a few days after the event, Ruth was awarded the Oscar for Best Costume Design at the 91st Academy Awards.**

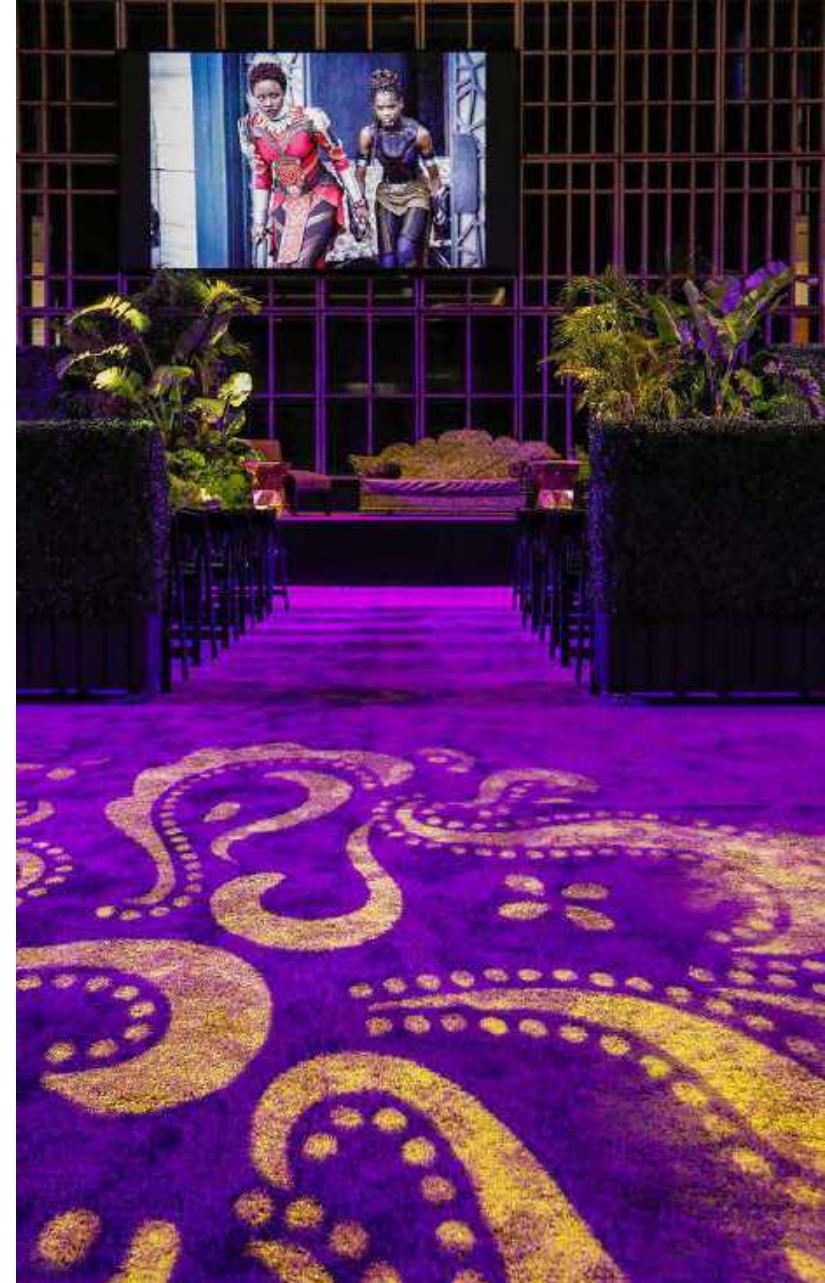


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CASE STUDY

LIGHTBOX DIAMONDS POP-UP

Event Date

2/7/19-2/14/19

Location

The Atrium

Client

De Beers | Lightbox

Program Overview

- De Beers launched their new Lightbox Brand at Westfield Century City with a diamond pop-up store and event series over Valentine's Day week
- The Pop-up took place in The Atrium and featured a custom stand-alone Lightbox store highlighting the brand's laboratory grown diamonds and featuring live social media content streaming on a large double-sided LED wall
- Lightbox hosted events in celebration of Valentine's day including mini-makeovers, influencer brunches and champagne parties, all while debuting their pink heart-shape stud earrings and necklaces
- Over 5,000 shoppers experienced the pop-up, with the store selling out of the most popular heart-shaped pieces by the second day of the 7 day event.
- The price point ranged from \$200-\$800, and guest were regularly requesting larger stones. A great indicator of the spending power of the CC shopper, and fantastic results for the brand.



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CASE STUDY

MINNIE STYLE w/ TRACY ANDERSON

Event Date
1/19

Location
The Atrium

Client
Disney

Program Overview

- As part of Disney's celebration of Minnie Mouse's 90th anniversary, and in honor of Minnie's annual fan holiday "National Polka Dot Day", Disney hosted a #minniestyle event at Westfield Century City's Atrium, showcasing several new product collaborations.
- Female-founded athleisure wear brand Terez, and leading cold-pressed juice brand Pressed Juicery came together with Disney to host this incredible Minnie-inspired fitness event to showcase the launch of their Minnie-inspired collections.
- 100's of fans had the opportunity to take classes hosted by influential fitness pioneer Tracy Anderson, as well as shop Terez's new leggings and tops adorned with the beloved character.
- Attendees were some of the first to sample Pressed Juicery's new limited edition, Minnie-inspired juices, a Pineapple Greens and Dragon Fruit Punch, created in celebration of her anniversary. In addition to the two juices, custom seed pouches, showcasing Minnie's love of gardening (inspired by vintage Minnie Mouse seed packets from the 1970s), and a special edition cooler bag were available for purchase at the event.







CASE STUDY

NEW YEAR CELEBRATION CONCERT W/ LOVELYTHEBAND

Event Date
1/18/19

Location
The Atrium

Client
Westfield Marketing

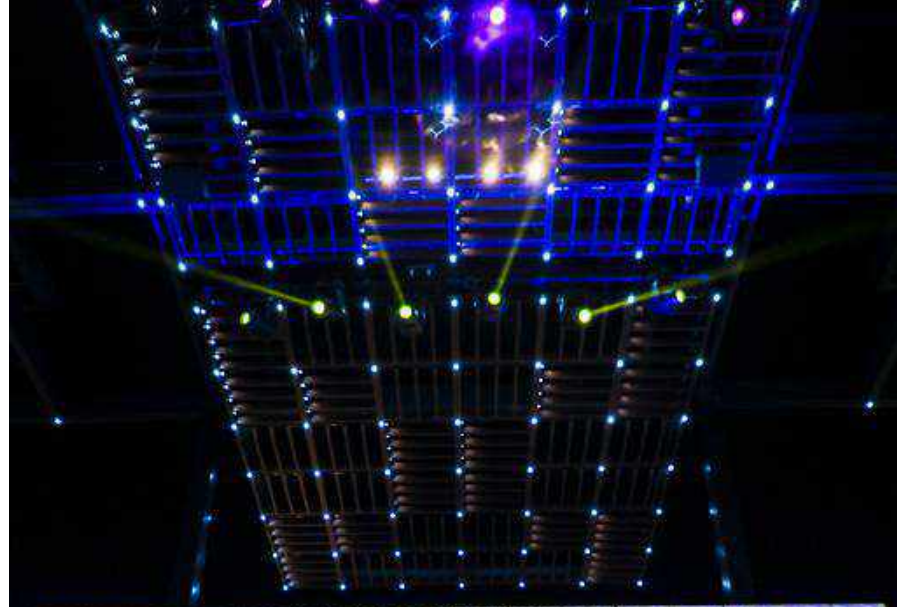
Program Overview

- Westfield Century City had a blast at our sold-out Live At The Atrium concert with indie-pop sensation, lovelytheband
- Over 800 Guests kicked off 2019 with a bang, and sang along to the trio's upbeat album including their hit single, "broken"
- Two types of admission tickets were offered for guests: a VIP admission ticket on Level 1 for \$10, which included two drink tickets, and a General Admission ticket which was free of charge on Level 2 offering standing room, viewing only access looking over The Atrium
- This event was promoted through WCC's digital channels including website, email blast, and social the weeks leading up to the show, on the band's digital channels, and through concert discovery platforms Bandsintown and Songkick









CASE STUDY

LA RAMS #RAMSHOUSE

Event Date
12/16 – 12/18/2018

Location
The Atrium

Client
LA RAMS

Program Overview

- Westfield Century City hosted a playoff party with The Los Angeles Rams team to celebrate the team making the playoffs, as well as to support their inline pop-up store
- We kicked off the festivities by showing Sunday's game against the Philadelphia Eagles at The Atrium for all of our football fans
- The multi-day festivities ended on Tuesday with appearances by the Rams cheerleaders and a live recording of the Los Angeles Rams podcast *Between the Horns* with play-by-play announcer J.B. Long and Rams safety John Johnson III
- The surprise of the evening was an appearance by singer and Rams fan Robin Thicke, who sang happy birthday to Johnson







CASE STUDY

AMAZON FIRE TV

Event Date

11/20/18 – 11/25/18

Location

The Atrium

Client

Amazon

Program Overview

- Amazon kicked-off the holiday shopping season with a 5-day program aimed at educating consumers about their Fire TV products
- Over **26,000 shoppers** went through the experience, which featured multiple activations and a full daily event schedule
- At the 'Product Playground', guests learned about Fire TV features and capabilities, and were offered promotional pricing on featured devices including Fire TV Cube, Fire TV Stick 4K, Fire TV Stick, and the Toshiba 4K Ultra HD Smart TV - Fire TV Edition
- The 'That's A Wrap' station offered complimentary giftwrap for customers who purchased Fire TV devices at the neighboring Amazon Book Store, connected to the exhibit with colorful floor graphics
- A miniature house promoting NBC's show 'The Good Place' offered several interactive touchpoints including a shrimp carousel ride, and an oversized fork display. Guests had an immersive experience inside the house demoing the Fire TV Cube in a living room setting
- The Backyard Cinema Club featured adirondack chairs for comfortable and relaxed screenings from network partners on the 16'x9' LED screen
- Shoppers also enjoyed corn hole and connect four games as well as the super instagramable 'Cord Cutters' swing phot-op
- Influencers visited The Atrium each day to give tutorials and mini-seminars on each product



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CASE STUDY

AMERICAN HORROR STORY COSTUME DESIGN PANEL

Event Date

10/30/18

Location

The Atrium

Client

Costume Designers Guild

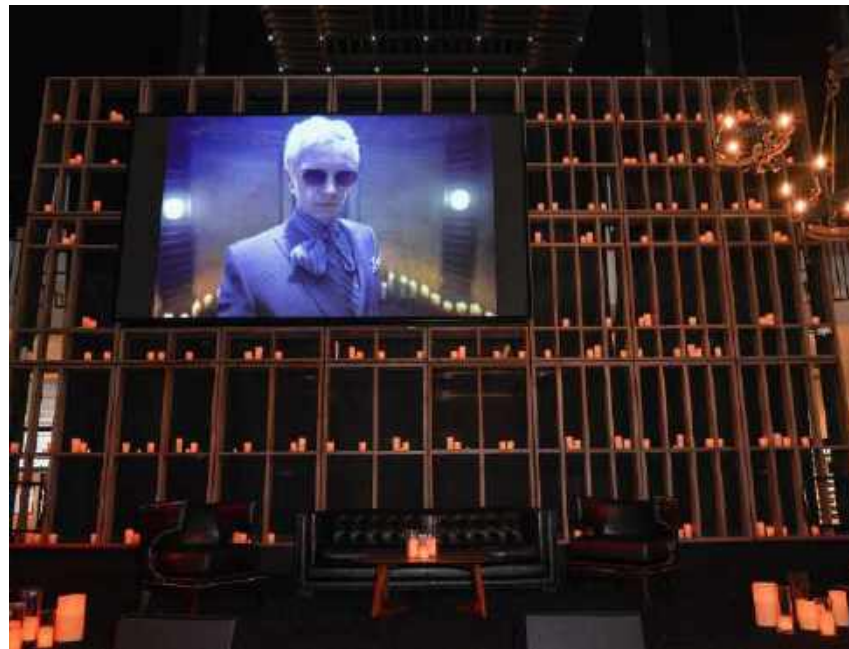
Program Overview

- The Costume Designers Guild hosted 'The Style of Scare', in partnership with the FX television series, American Horror Story: Apocalypse, on the day before Halloween
- Emmy Nominated costume designer Lou Eyrich, and co-designer Paula Bradley were joined by AHS actresses Leslie Grossman and Adina Porter to take everyone behind the "screams" of the show during a panel discussion about the magic of storytelling through costume design
- Detailed imagery showcasing the wardrobes of various AHS characters were rotating on the digital screen throughout the talk
- Fans enjoyed a cocktail reception following the discussion where they were able to see costumes from the show on display, as well as mingle with the designers and cast members
- The event design featured hundreds of flickering LED candles and chandeliers that brought the show to life and created an intimate setting for the guests



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CASE STUDY

LIVE NEW CJ

Event Date

10/19/18- 10/28/18

Client

CheilJedang (CJ)

Program Overview

- The Live New Experience by CJ was a 10-day pop-up store and event bringing multiple Korean lifestyle brands together under one roof
- Leading Korean health and beauty chain Olive Young was a featured aspect of the activation, offering a curated selection of private-label items not available in US retail outlets
- Products on sale included health and beauty products by SEP Beauty, apparel by K-Pop boy band WannaOne, self-care articles by Round A'Round, color cosmetics by Colorgram, and skincare by BringGreen, as well as masks and solutions from Botanic Heal BoH
- The pop-up launched with a private cocktail party for 150 K-Pop Influencers, who were part of a full line-up of meet and greets, Q&A sessions, tutorials and performances throughout the 10-day program. Celebrity guests included actress Arden Cho, vlogger Jenn IM, former Rania band member Alexandra Reid and model Victoria Loi
- The successful pop-up welcomed over **10,000 guests in 10 days**







CASE STUDY

JOHN VARVATOS x NICK JONAS FRAGRANCE LAUNCH

Event Date

10/13/18

Location

The Atrium

Client/Partners

John Varvatos | Bloomingdale's

Program Overview

- John Varvatos and Bloomingdale's combined forces to launch a new fragrance, JVXNJ, a collaboration by menswear designer John Varvatos and singer-songwriter Nick Jonas
- John Varvatos and Nick Jonas took the stage for a discussion moderated by Lawrence Zarian, where guests were invited to listen in on a Q&A to learn about the inspiration behind the partnership and fragrance
- 150 shoppers who made a qualifying purchase at Bloomingdale's also enjoyed a one-on-one meet & greet and photo opportunity with Varvatos and Jonas following The Atrium event



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CASE STUDY

TASTE

OF CENTURY CITY

Event Dates

9/28/18 - 9/29/18

Location

The Atrium

Client/Partners

Westfield Events + Marketing

Program Overview

- Twenty five dining retailers showcased their best menu tastings throughout this two day event, including Eataly, The Crack Shack, Javier's and soon-to-open retailers like Rock House Sliders and Fala Bar
- Promotion leading up to the event included a live-television segment on KTLA 5, as well as happy hour & ice cream crawls with social influencers in partnership with @dinela
- The event sold a total of 714 tickets, raising over \$26k for our non-profit partner, Project Angel Food with 100% of event proceeds being donated directly to the charity
- Guests were given a custom-made red Westfield TASTE tray at check-in to hold their food and drinks along with their TASTE credential/stamp card that became their pass to try out all of the menu options available at the event
- Entertainment included musical performances by artists Dylan Dunlap and Marieme, Food Photography 101 workshop by LA-based food photographer, Matt Armendariz, and a fresh pasta-making demo by Eataly's very own Chef Denis Dello Stritto





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CASE STUDY

FOX 9-1-1

PREMIERE ACTIVATION

Event Date

9/21/18-9/22/18

Location

The Atrium

Client/Partners

FOX Entertainment | Pop-Sugar | Be Core

Program Overview

- FOX celebrated the season premiere of their 9-1-1 television show with an interactive photo experience. Four scenes from upcoming episodes were recreated and built for guests to experience
- The event kicked off with a private showing for FOX executives and influencers followed by a two day public activation
- Guests were able to share their photos on social channels as well as print them on the spot
- The Atrium LED screen and speakers showcased a captivating reel of six trailers for the show. FOX also placed a media buy for the digital screens
- FOX impressions totaled 50,000+ each day



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CASE STUDY

'COME SEE' SUMMER CINEMA SERIES

Event Dates

8/17, 8/24, 8/31/18

Location

The Atrium

Client/Partners

Westfield Events + Marketing

Program Overview

- Westfield Century City hosted a 'Come See' outdoor movie series with 3 family-friendly musicals: films: *Mamma Mia!*, *Moulin Rouge!*, and *The Greatest Showman*.
- Free tickets for all 3 showings sold out within hours of our first email blast, and we also maxed out on waitlists
- Attendees kicked back our outdoor sling chairs or cozied up on picnic blankets with family and friends.
- Guests were also invited to enjoy a special picnic to-go offers from select dining retailers, including Shake Shack, Aloha Poke, Smitten Ice Cream, and Beaming Organic Superfood Café that were also advertised as "movie previews" on The Atrium screen before the movie began.
- Everyone also received complimentary popcorn courtesy of AMC Theatres as they entered The Atrium.
- 1,000+ guests RSVP'd with a 25% attrition rate. Guests thoroughly enjoyed this experience and our final movie was the best attended with over 150 audience members







CASE STUDY

DOG DAYS

WORLD PREMIERE

Event Date

8/5/18

Location

The Atrium

Client/Partners

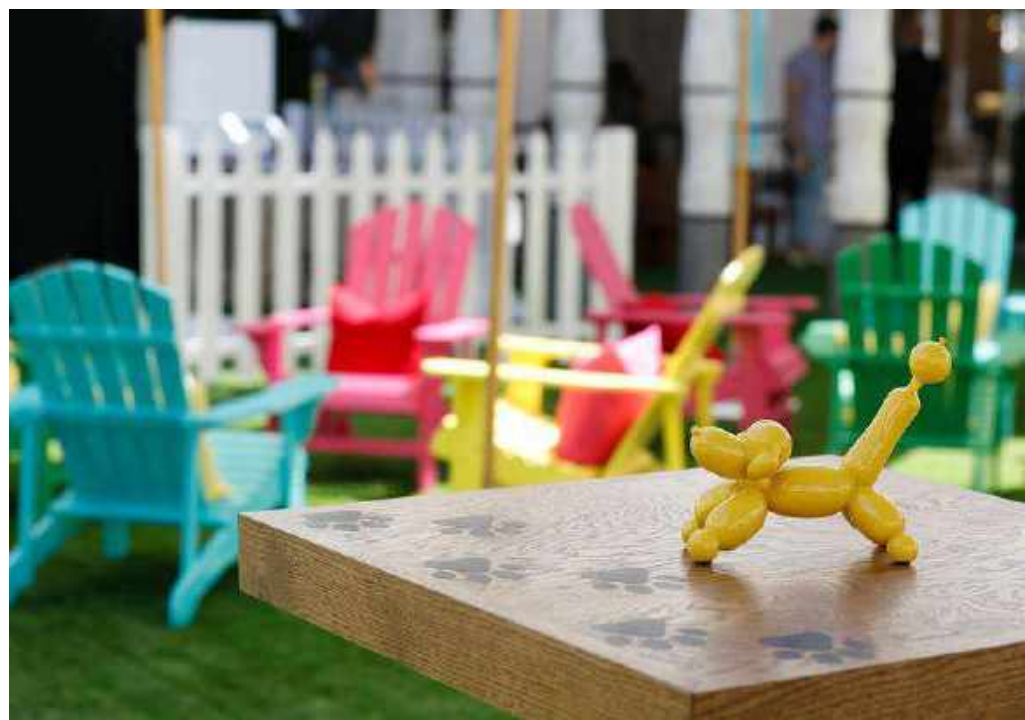
Annapurna Releasing, LLC

- Annapurna hosted the World Premiere of “Dog Days”, a film that follows a group of people in Los Angeles who are brought together by their lovable canine counterparts.
- The event featured a fully privatized 8,500 square foot environment, lined with hedging and covered in faux green grass
- The full cast including **Vanessa Hudgens, Eva Longoria, Finn Wolfhard, Nina Dobrev, Rob Corddry** and many others, hit the press-lined carpet for interviews.
- Over 450 studio executives, and industry leaders attended the party, which featured a Backyard BBQ-inspired menu catered by Wolfgang Puck
- Following the party, guests made their way up to AMC for a Q&A and private screening with the Director, Producers and Costume Designer
- Many celebrities and VIPs came out with their families to support the film and enjoy the party including **Tori Spelling, Rachel Roy, Chuck Liddell, Julie Bowen, David Koechner**, and many more
- The event was livestreamed across the Westfield Digital Screen Network to 7 Westfield centers



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CASE STUDY

NOW UNITED CONCERT

Event Date
7/24/18

Location
The Atrium

Client/Partners
Creative Artist Agency | 19 Entertainment, INC.

Program Overview

- Westfield Century City hosted the new pop group NOW United for two live performances on Tuesday, July 24th in The Atrium in partnership with Creative Artists Agency and 19 Entertainment. NOW United is a group of 14 talented youth, each representing a different country globally.
- The group was created and hand selected by Simon Fuller through digital platforms including Instagram, Facebook, and YouTube. Fuller is the creative mastermind behind American Idol, the Spice Girls, and over 500 no.1 hit singles.
- Hundreds of fans gathered for each show and were able to meet the group after the performances.





CASE STUDY

BUSINESS OF FASHION

Event Date

6/18/18

Location

The Atrium & Terra @ Eataly

Client/Partners

Business of Fashion

Program Overview

- The BoF West Summit was an invitation-only Summit for 200 guests, where Silicon Valley, Hollywood, and fashion collided to explore the powerful intersection of creative and technology-based businesses
- Keynote speakers included Kim Kardashian West, Kris Jenner, Imran Ahmed, Lauren Sherman, Janice Min, Jason Bolden, Karla Welch, Elizabeth Saltzman, Katrina Lake, Michael Preysman, Moj Mahdara, and Carol McColgin
- Leaders and creatives from influential luxury fashion brands and businesses were in attendance, including Maye Musk, Rachel Zoe, Rosie Huntington-Whiteley, Kyrie Irving, Joe Zee, Marianna Hewitt and Alex Israel
- Over 150 shoppers were listening in on the panel discussion in The Atrium or from the viewing area on Level 2. Guests also had the option to tune-in on Facebook Live
- At the conclusion of the event, VIP guests were greeted on Level 5 of the parking structure with champagne and driven via golf carts to the back entrance of Eataly's Terra for a private dinner. The intimate occasion was hosted by The Business of Fashion and featured a musical guest performance by Los Angeles singer & producer 'Mich'



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CASE STUDY

LOUIS VUITTON TIME CAPSULE

Event Date

5/17/18– 6/10/18

Location

The Atrium

Client/Partners

Louis Vuitton

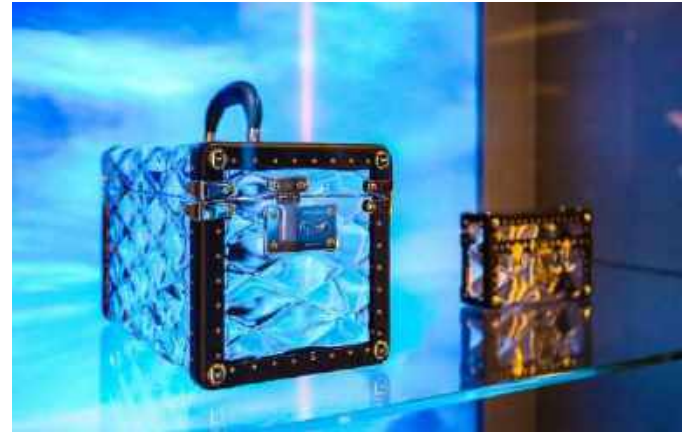
Program Overview

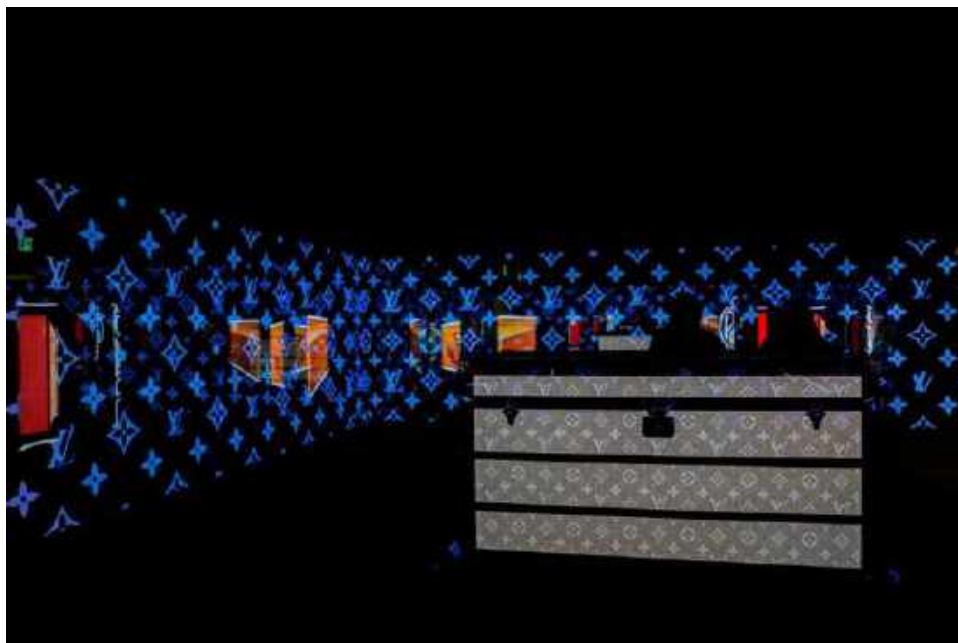
- Westfield Century City was the first and only location for the Louis Vuitton Time Capsule Exhibition, a journey that revisits landmark innovations in technology and design through the history of the luxury House
- The program launched with a private party and press event on 5/17 with 400 of Louis Vuitton's top LA clientele and executive team
- Inside the 6,500 square foot exhibit, guests travelled from 1854 to the present day, experiencing the brand story, told through rare and celebrated objects selected from the Louis Vuitton archives
- The Louis Vuitton bookstore was adjacent to the Time Capsule and offered Louis Vuitton publications such as city guides, travel books, fashion eye books in collaboration with artists and photographers, as well as perfumes and gifts. The bookstore sold over **1,000 units with sales well over \$100K**
- The exhibit was the #1 location globally for LV, beating all other activations in # of visits: Hong Kong, Bangkok, Berlin, Singapore, Dubai, Shanghai, Melbourne, Madrid. **Over 62,000 shoppers** went through the exhibit



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CASE STUDY

CRÈME DE LA MER JAR

Event Date

4/30/18 – 5/7/18

Location

The Atrium

Client/Partners

La Mer

Program Overview

- La Mer hosted a brand activation featuring a 17-foot tall replica of their signature jar
- Guests entered the world's largest **Crème de la Mer** jar, to experience 5 featured brand elements inside, including a wall with \$1,000,000 of La Mer product on display
- The program featured Brand Ambassadors, product demonstrations and complimentary product giveaways





CASE STUDY

LOVE, SIMON MOVIE PREMIERE

Event Date
3/13/18

Location
Atrium & AMC Theatre

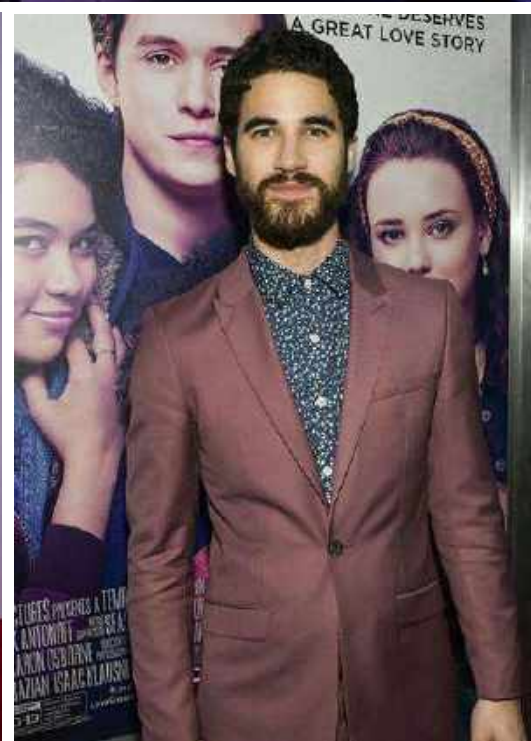
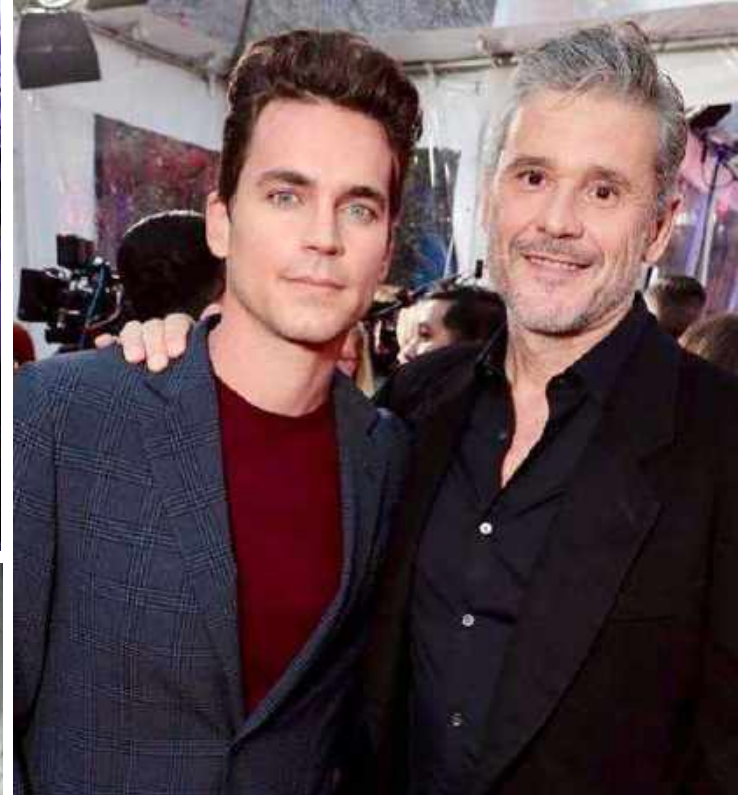
Client/Partners
20th Century Fox

Program Overview

- The Bleachers, who are featured on the movie soundtrack, performed a 4 song concert led by popular front man Jack Antonoff
- 400 fans were entertained with movie trivia and exclusive merchandise.
- Talent included: **Josh Duhamel, Nick Robinson, Katherine Langford, Alexandra Shipp, Logan Miller, Keiynan Londdale, Talitha Bateman, Jorge Lendeborg, Tony Hale, Miles Heizer, Clark Moore & Drew Starkey.**
- VIP Attendees Included: **The Penetnix, Matt Bomer, Darren Criss, Robby Rogers, Lucas Till, The Cast of *The Fosters*, Tessa Brooks** and more.







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CASE STUDY

MAZE RUNNER 3 MOVIE PREMIERE

Event Date
1/18/18

Location
Atrium & AMC Theatre

Client/Partners
20th Century Fox

Program Overview

- Fox celebrated the 3rd and final installation of the popular Maze Runner Series with a red carpet movie premiere and fan event
- 400 fans were entertained with movie trivia and exclusive merchandise
- The full cast from the film walked the carpet for press interviews and photos: **Dylan O'Brian, Kaya Scodelario, Thomas Brodie-Sangster, Ki Hong Lee, Will Poulter, Nathalie Emmanuel**





CASE STUDY

C MAGAZINE DINNER

Event Date

11/28/17

Location

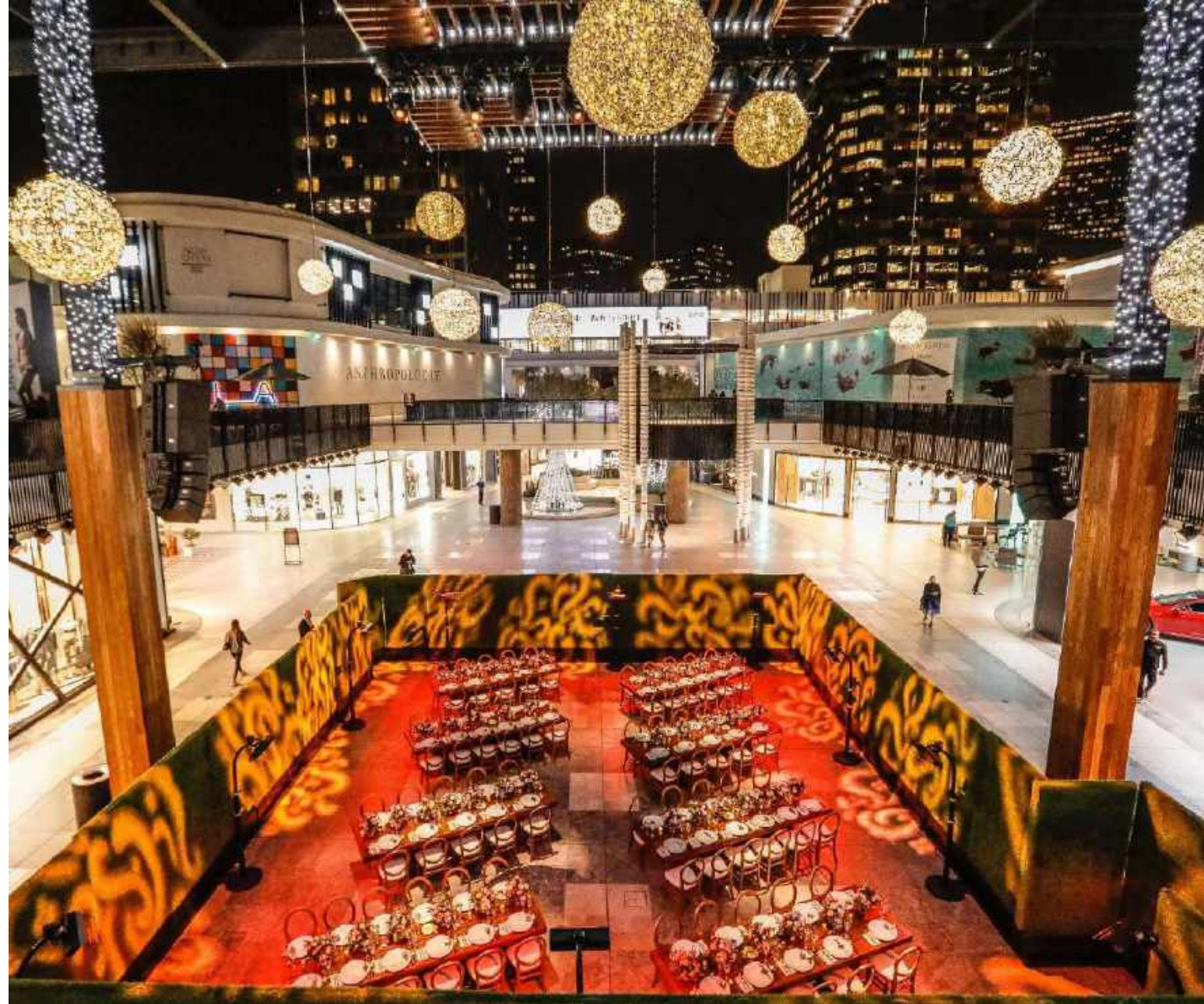
Atrium

Client/Partners

C Magazine

Program Overview

- C Magazine hosted a pop-up store for 4-weeks and celebrated the grand opening with a seated private dinner in the Atrium
- 100 attendees attended the VIP dinner
- A chandelier of color-changing orbital lights were rigged to the Trellis above the guests, creating intimacy within the space





CASE STUDY

DEBBIE ALLEN HOT CHOCOLATE NUTCRACKER

Event Date
11/25/17

Location
Atrium

Client/Partners
Debbie Allen Dance Academy

Program Overview

- The Academy hosted 2 promotional performances of The Hot Chocolate Nutcracker with theatrical numbers introduced by Debbie herself
- The festive and family friendly Nutcracker was a preview for the full length ticketed show which launched the following week
- Snow machines were rigged to the Trellis structure and snow was triggered to fall during the finale of each show.
- 1,000 guests were in attendance





CASE STUDY

GRAND OPENING

Event Date

10/3/17

Location

Atrium, Oasis, Cabana and Terrace

Client/Partners

Westfield Century City

Program Overview

- The experience began with VIP service at curbside valet, red carpet arrivals and press interviews
- The entire venue was dressed in wall-to-wall red carpet and beautiful décor that perfectly accentuated the Century City motif.
- Activities took place on 3-levels including photo and video vignettes, full open bars, flying dinner service, Eataly food carts, a grand staircase created specifically for the event, and a giant red lacquer dance floor
- Seven different acts performed including DNCE, Fitz and The Tantrums, The Hollywood Symphony Orchestra, The Village People, Live DJ's, and a dance crew
- 2,600 guests were in attendance





THANK YOU



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