

# PAASPOP: LAS VEGAS OF THE SOUTH

## CUSTOMER

Paaspop events  
Festival  
90.000 visitors (3 days)



## PROJECT BRIEFING

Back in 2010 the Paaspop festival organization didn't have a clear vision for the over all look and feel of their festival. They hired us to setup a long-term strategy and execute the 360 degrees experience of the festival.

## CREATIVE PROCESS

We came up with the idea to develop a signature style for this festival. The slogan 'Las Vegas of the South' was born. From this point on we have used it as an over all guideline to create unique entrance structures for each area, stage designs and the over all look and feel of the festival site.

## CHALLENGES

Paaspop grew out of the riding school that housed the very first editions of the festival. Every year we developed new creative ideas to renew the festival layout to fit in all areas and facilities in the limited space there is around the riding school. Also due to the growth of the festival we were forced to design with a long term vision in mind in order to be able to re-use, reduce and recycle materials as much as we could. Another big challenge is to build a festival in the early season. During the years we have seen some snowy, rainy and muddy weather conditions, but also some very hot sunny days.

## FINAL DESIGN





## SKILLS

- ✓ Project management
- ✓ Consultancy
- ✓ 3D visualisation / Rendering / DTP
- ✓ Concept development / 2D & 3D design
- ✓ Design engineering
- Visual merchandising

## RESULTS

- 📊 All recent editions of Paaspop festival were sold out.
- 👤 The festival is still growing. In 2019 Paaspop became the 5th biggest festival in The Netherlands in number of visitors.
- 🏆 In 2018 Volkskrant rewarded Paaspop as the best decorated festival in The Netherlands.
- 🏠 During the years we have developed a custom festival masterplan that offers visitors an unique experience and creates an bespoke over all festival DNA.
- 🌍 We choose to design for the long term. Selecting durable materials and focussing on re-use of materials results in a very sustainable festival.

**“Paaspop is the most beautifully decorated festival in The Netherlands”**

*Volkskrant, 2018*

## FINAL DESIGN

