



# Ray-Ban

## 13th Hour - The Order of Never Hide

SHOREDITCH TOWN HALL, EAST LONDON

### BACKGROUND

In 2014, Ray-Ban launched "The Order of Never Hide" a "not-so-secret society" where Ray-Ban fans around the world competed for "membership" by completing a series of online challenges.

### THE BRIEF

To create a fully immersive event for 500 guests including VIPs, celebrities, and competition winners who were initiated into the fictional society.

*"Thank you so much for the wonderful experience you helped bring to life. We wouldn't have been able to do it without you and your team."*

**Bobby Khoshnoud, Creative Director**





### THE LITTLE THINGS

Food popped out of the wall by gloved hands to surprise guests as they walked throughout the basement maze.



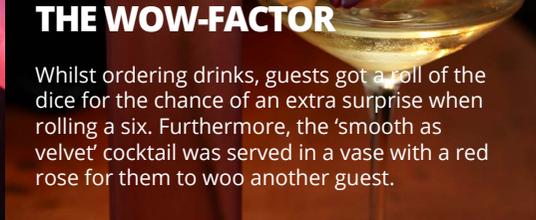
### SUMMARY

Breathing life into The Order required the audience to take a leap from reality into fantasy. A 360-degree sensory experience that blurs the lines of fact and fiction. In addition to throwing a full on mini-music festival, we put together a team of actors, choreographers, set designers, carpenters, caterers, mixologists, lighting and sound designers trained in "immersive" theatre to transform historic Shoreditch Town Hall into the world of The Order, a fully immersive experience combining theatre, cinema, music, food, drink and dance.



### THE WOW-FACTOR

Whilst ordering drinks, guests got a roll of the dice for the chance of an extra surprise when rolling a six. Furthermore, the 'smooth as velvet' cocktail was served in a vase with a red rose for them to woo another guest.



### LOOK & FEEL

Last of 30 actors including a librarian, a minotaur, a chef, a time-traveller, all members of the Order, guided guests through a series of elaborately designed spaces and hands-on experiences. We curated a custom menu of experiential eats, secret snacks, thematic cocktails, and local microbrews. A world class lineup delivered intimate performances on two stages. cinema, music, food, drink and dance.



### CONTACT

For more information visit [www.diamond-creative.com](http://www.diamond-creative.com)

If you would like to speak to us about how an immersive event can enhance your brand impact please contact Courtney Rogers on **0207 952 5060** [courtney@diamond-creative.com](mailto:courtney@diamond-creative.com)

