

„FEST DER GEWINNER“ (FESTIVAL OF WINNERS) 2019

Main Facts of the event:

- Date:** May 11th 2019
- Schedule:** 15:30 Doors open
17:00 Opening Act, speech of CEO Andreas Pohl, Awards Ceremony 1
18:25 First Course
19:00 Speech of Wolfgang Bruchman, Awards Ceremony 2
19:40 Talk with Reiner Calmund
20:05 Main Course
20:55 Horst Lichter
21:30 Doors Open Party Zone in the adjacent Forum
- Location:** Festhalle Frankfurt, 1.600 guests
- Task:** Creative and technical lead, incl. show acts, project management, technical design and technical lead
- Crew:** 4 athletes of the DTB German National team, 1 acrobat/dancer
approx. 291 Crew members for technical works and management.
- Occasion:** Honoring the most successful members of the year.

About the Allfinanz:

The Allfinanz is a subsidiary of the „Deutsche Vermögensberatung Holding“. Within the Allfinanz structure the sales teams of the insurance companies „Aachen Münchener“ and „Generali“ have been integrated into the DVAG group of companies.

In many cases, such as the opening of the event, the Allfinanz pursues a different live communication culture than the group's largest company, the „Deutsche Vermögensberatung AG (DVAG)“.

Format of the „Fest der Gewinner“ (Festival of Winners):

The „Fest der Gewinner“ is a festive Awards Ceremony of the Allfinanz. Here the best of the best are honored with the renowned DVAG Eagle Trophy and several Allfinanz-internal awards for outstanding achievements in different areas.

The central highlight of the ceremonies is the nomination of new direction managers, which is the highest rank to reach within the DVAG structure.

Details of the event and its opening:

General:

Every year the „Fest der Gewinner“ (festival of winners) marks the central highlight in the calendar of the Allfinanz. Embedded into a served dinner, taking place in the festive ambience of the Festhalle in Frankfurt, the company honors those who delivered extraordinary achievements throughout the past year. For the implementation of this event for 1,600 guests, Zweiplan has been responsible for creative lead and direction, for stage and media productions, for the overall technical production, as well as for crew management and event direction.



For the opening show act, the client wanted to have a solution which made a difference to the regular pompous stage productions. The client rather preferred a subtle and charming approach. To do so, Zweiplan's creative team brought an almost forgotten piece of sports equipment originating from the first days of the gymnastics movement back to life: The German Wheel (sometimes also called „Gymwheel“).

Teaming up with the best of the best

To some extent it is a risk, leaving the established paths of working on a stage production with athletes instead of professional artists. To minimize these risks, Zweiplan sourced the best athletes of the DTB German Wheel National Team. With Marvin Homeyer one of the best Gymwheel athletes on the globe was on stage as well as his record-breaking sister Kira, the current and youngest World Champion for the German Wheel ever. Also Larissa von Behren and Mirko Ropeter belong to the most successful athletes of the German National Team.

It was not enough delivering sensation in sports, but also to transform the athletes' skills to an aesthetic overall experience. To bring these two aspects together, Zweiplan's Creative Director Alexander Hennig teamed up with the internationally experienced choreographer Nina Sallacz and the DTB German National Coach Katja Homeyer.



Isabell Kirschhock, Nina Sallacz, Nina Homeyer, Mirko Ropeter, Larissa von Behren, Marvin Homeyer, Kira Homeyer, Alexander Hennig

For the creation of the individual soundtrack with the convincing playback percussion section, Zweiplan relied on the awarded composer Jeff Brikhoff.

A series of subtle surprises:

Zweiplan tried to integrate some unforeseen and surprising twists within the show. Virtually no one might have expected German Wheels during the opening, as the stage was dominated by two giant, branded drums.



First we fulfilled the expectation of the audience, beginning with a classic drumming act in the style of Japanese drummers.



It transformed to something entirely new, as the drum's membranes suddenly became transparent, revealing the silhouette of two female actors.



The charming shadow play lasted only for a few moments, until suddenly the drum membranes disappeared and the guests could experience a world-class German Wheel performance with the original drummers becoming German Wheel acrobats together with their female partners.





In the end of the show impressions of past events have been shown on the screen in the background of the performance, before the artists reached their final pose for the appearance of the CEO of the Deutsche Vermögensberatung Group.



After the Awards ceremonies the two celebrities Rainer Calmund and Horst Lichter perfectly matched the tonality set in the opening to entertain the guests with their natural esprit and entertaining talent.



In the Forum hall, next to the Festhalle, a party zone has been installed for a pleasant final of the evening at the bar and the dessert buffets and with live music on the dancefloor.



Challenges

It was more complicated than expected finding the ideal fabric to disguise the German Wheel to giant drums. The fabric should look solid and massive, but at the same time it had to allow for instant and reliable removal from the wheels.

While the athletes reliably played their role when it came to the German Wheel performance, none of them has ever been a drummer before. But to make the surprise happen, they had to be so convincing in their movements that the audience did not recognize the fake drums.

Zweiplan solved that problem with a special drumming training in combination with an especially designed click track, synchronously played together with the soundtrack in the in-ear monitors of the performers.