



720°, a massive, voluminous and breathtaking installation, which started out as one of **Ron Arad**'s restless ideas and a half-joke, soon turned into reality with a touch of genius and a combination of computer imaging, guesswork and calculation. This was the main attraction of our exclusive CIC Client Appreciation event held at The Meadows at Gardens by the Bay on a beautiful and balmy evening on September 2nd. As CIC is the main production partner of this year's **Singapore International Festival of Arts (SIFA)**, a month-long event that is organized and managed independently by the Arts House Limited, we were able to captivate more than 200 of our clients with an exclusive, spectacular and memorable experience that night.



The show was anything but ordinary. Think of a gigantic video lantern which is 2-storey high and 56 metres in circumference with an eclectic mix of animations and projections shown through 6000 silicone cords that make up the circular projection "screen". The animations featured a dizzying array of moving tropical plants, nature, life and even a flashing alphabetical show. Absolutely mind-blowing! It was certainly a night to remember for our valued clients as well as CIC staff.