



EVENT REPORT 04.10.07 1:46 PM

Night Tennis Debut is a Colorful, Edgy Spectacle

Players, music, and fashion teamed up for pioneering Sony Ericsson event.

Exciting things can happen when two events overlap. Such was the case when **Sony Ericsson** launched the United States debut of **Night Tennis** during the **Sony Ericsson Open**, which started just as the **Winter Music Conference** was kicking into high gear. The two-day event was planned as a high energy kickoff to celebrate the start of the annual tennis tournament, which took place from March 21 to April 1 at the **Tennis Center** at **Crandon Park** on Key Biscayne. Naturally, this involved the fusion of sport, music, and fashion, while promoting brand awareness to youth and tennis enthusiasts.

Held at the **Ice Palace Film Studios** in downtown Miami, the sprawling space was transformed into a unique venue with ultraviolet lighting, signage, graphics, and decor. Leading players from the Sony Ericsson Open competed in a series of three 10-minute matches played "in the dark" on a standard-size tennis court that was recreated using a special UV reactive tape and net, lit from above with 28 UV lamps. An enormous, high-tech projection screen adjacent to the court showed scores, videos, and cutting-edge graphics.

In between play, guests—more than 5,000 attended, many of whom registered for free tickets online—were treated to a **Gen Art** fashion show of models wearing glow-in-the-dark tennis apparel and sportswear, followed by two-hour sets courtesy of DJs **Paul Oakenfold** and **Masters at Work**. **Shiraz FL Inc.** designed a 64-foot-long bar embellished with UV reflective tape and staffed it with models to tend the bar. Specialty cocktails and drinks were provided by bar sponsors **Ecstasy Vodka**, **Budweiser**, **180 Energy Drink**, and **Fiji Water**.

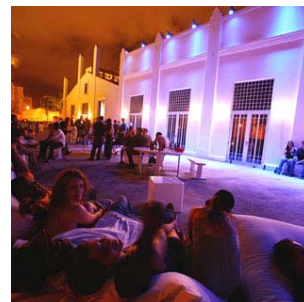
—*Bobby Killgore*



Top players from the Sony Ericsson Open competed in the groundbreaking event. Argentina's Horacio Rearte was the ultimate victor.



Twenty-eight UV lamps illuminated the indoor tennis court, which was delineated with reflective UV tape.



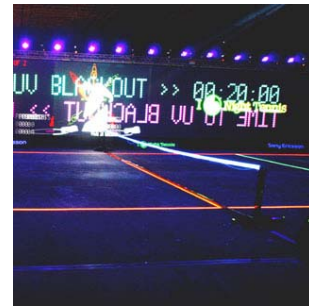
The event was held at the Ice Palace in downtown Miami. An outside lounge sat adjacent to the colorfully lit facade.



Gen Art sponsored the fashion show, which included Julian Chang designs.



Models basked in the neon glow.



A large projection screen displayed scores, videos, and cutting-edge graphics.



The signage was colorful, playful—and bilingual.



The players put on quite a light show.



Branding was found throughout the event. Models posed with the Budweiser crown logo, among others.



The event was a mix of tennis meets performance art.

SONY ERICSSON NIGHT TENNIS
ICE PALACE FILM STUDIOS
THURSDAY AND FRIDAY,
03.22.07 AND 03.23.07, 11 P.M. TO
4 A.M.

Design, Liquor, Production Shiraz
FL Inc.

Power Sidram Power Inc.

Public Relations Elliott Stares
Public Relations (ESPR Inc.)

Rentals (Furniture) Karla
Conceptual Event Experiences

Venue Ice Palace Film Studios