

🏆 ADMEI ACHIEVEMENT AWARDS 2018



📍 OVERVIEW

Destination Tahoe was honored to create a unique experience based festival loosely modeled after the principals of Burning Man. Our client envisioned that Bathing Man would capture the “Culture of their Company” and would celebrate the diversity of their employees while engaging them and generating a sense of community. The company has a foundation built on being sustainable and conscious about the environment so that was taken into account for every aspect during the design of the program. Hard work, self-expression and unity were the fundamental elements that made this event not only successful but also memorable.

💬 REQUEST

We were approached initially by our CVB to assist a group coming to the area with finding a unique off site location for about 400 guests. Lush Cosmetics was going to be hosting their annual US/Canada meeting in Reno and the attendees for the program were a much younger age group than the city typically caters to. The CVB wanted to ensure that the program exceeded all expectations so that they could use this group as a case study to show that our city offers options and can be appealing to a younger demographic.

The initial call with the client revealed that their needs would be significantly more in-depth if their vision for the event was to become a reality in such a short timeframe. We quickly took the reigns and our team managed everything from the design and sourcing to the complete execution of the event.

✅ RESULT

Once a year tens of thousands of people gather in Nevada’s Black Rock desert for Burning Man to create Black Rock City, a temporary metropolis, dedicated to community, art, self-expression, and self reliance. Our clients’ vision was to create their own event that would encompass the principals, foundation and experience of Burning Man for their attendees.

Our client envisioned that Bathing Man would capture the “Culture of their Company” and would celebrate the diversity of their employees while engaging them and generating a strong sense of community. The event would have the feel of a festival and we would design the timeline to include a variety of entertainment and immersive experiences that would span the entire afternoon and evening.

Our team met all of the challenges head on to ensure that our client’s vision came to life and that we exceeded their expectations on every level.



Best Innovative Events \$100,000-\$200,000