



## Exhibitions and Environments: Madame Tussaud's

The Tussaud's Group is Europe's number one visitor attraction business and a world leader attracting over 14 million customers to its famous brands.

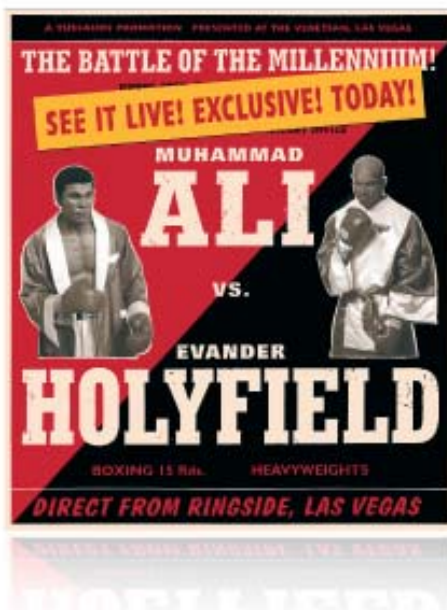
### Background:

The Tussauds Group wanted to create and house a permanent exhibition in the multi-million dollar Venetian Resort Hotel in Las Vegas. Our brief was to produce all the graphic elements that this large exhibition would require.

### Solution:

Working closely with Tussauds, we designed an eclectic, ephemera-based solution for the themed graphics. This included interpretive and orientation signage for the six zones of the exhibition — Big Night, Sport, The Madame Tussauds Story, Rock and Roll, Legends and Weddings. The venue attracts an annual footfall in excess of one million visitors.

### Our work:



### Client benefits:

- Highly innovative approach and creative execution that enhanced the appeal of the venue
- Cost-effective production
- Excellent rapport with client creative team

### Testimonial:

"Forepoint demonstrated great commitment and passion for a project that by nature was varied in content and creatively demanding."

*Paul Lanham, Tussauds Studio*

### Contact us:

For more information about our exhibitions and environments work and other areas of communication expertise, don't hesitate to get in touch:

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