



"Red Bull Illume is the most incredible collection of photography I have ever seen assembled in one place and the installation is one of the most phenomenal experiences I have had in my life."

Client: One L Productions / Red Bull

Category: Traveling Installation

Location: Outdoor Locations in the U.S., Canada and Europe

Challenge: Produce and install Red Bull Illume Image Quest, Traveling Photography Exhibition to showcase the first-ever international photography competition celebrating the world of action and adventure sports.

Solution: In collaboration with One L Productions, Sparks constructed and installed 25 glass and metal cubes to display the 50 finalist images on the slopes of Aspen Mountain. The cubes were engineered to withstand extreme temperatures and conditions; the entire exhibition tour takes place in intense outdoor venues. During the day, the glass and metal of the cubes creates a mirror effect, reflecting the environment in which they are located. At night, the cubes are internally illuminated and come alive with the 50 winning photographs.

Performance: The exhibit has recorded overwhelming attendance at every location thus far and is still traveling the globe.



Driving Brand Performance.™

2828 Charter Road | Philadelphia PA 19154

800.925.SPARKS | info@sparksonline.com

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