

## CASE STUDY

### American Express® Making a gala event extra special

When American Express wanted to host a prestigious event for the 77th Annual Tony Awards®, Taylor was called upon by Momentum Worldwide to create the visual sizzle.

Taylor printed, fabricated and installed numerous elements ranging from stage décor, backdrops and mesh banners to vinyl tents, floor graphics and exterior building wraps. VIP seating graphics and custom-wrapped bar carts completed the glamorous atmosphere.



Photo: Courtesy of American Express



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MATERIALS RESEARCH | LARGE-FORMAT PRINTING | CUSTOM FABRICATION | INSTALLATION