

Presidential Debate 2008 and 2012

Hofstra University
Hempstead, NY



How a Campus is Transformed for a Presidential Debate

Project Scope

Create a cohesive visual experience for a national Presidential debate that publicizes both the final debate event of 2008 and Hofstra University's reputation as an international conference and educational center.

Setting

Hofstra University, located in suburban Long Island, New York, is noted for a series of prominent Presidential conferences. The school has 113 buildings on 240 acres. Both interior and exterior environments would serve to accommodate the 2008 Debate and the assemblage of national and international media.

Installations

October 2008

The "debate '08" logo, designed by Project Graphics, included the debate slogan and the University's logo. The logo was created in two color schemes, red and blue, to represent both political parties.

The University gymnasium, transformed into a debate stage and television studio, included (40) banners 72" wide x 120" tall, digitally printed on two sides and hung in an alternating fashion from the ceiling, lowering the sight-line of the cameras and audience. This banner configuration and sight-line tactic was also used in media rooms and holding areas.

The ceiling directly above the debate stage was covered with a 50' x 50' nylon flag bunting, screen-printed with white stars with red and white alternating fabric stripes. This overhead was constructed in eight pieces, 50' long, to accommodate installation restrictions inside the building. The walls inside the gymnasium were covered with an a series of 30,40,50 and 100 foot wide vinyl banners, digitally printed and strategically affixed to hide the bleachers. This ensured that the debate logo would be captured by television cameras.

(10) Grand format banners measuring 40 feet wide by up to five stories tall, were place on building exteriors in the area outside the gymnasium, turning buildings into billboards and backdrops for the media.

(260) Light pole banners were manufactured on Sunbrella fabric and screen-printed with the debate logo. These adorned the campus and major roadways leading into the venue and were affixed with PoleGear adjustable hardware.

Over the road banners, custom coverings for concrete walls, clock-tower banners, tablecloths, interior banners and banner-stands were all used to accessorize registration areas, entrances, parking areas and media hot spots around the campus.

PROJECTGRAPHICS

PRINT • DISPLAY • DECOR

Highlights 2012 Debates

