

4WALL ENTERTAINMENT FULL CASE STUDY

Date

FULL CASE STUDY



Q1. Tell us who you are?

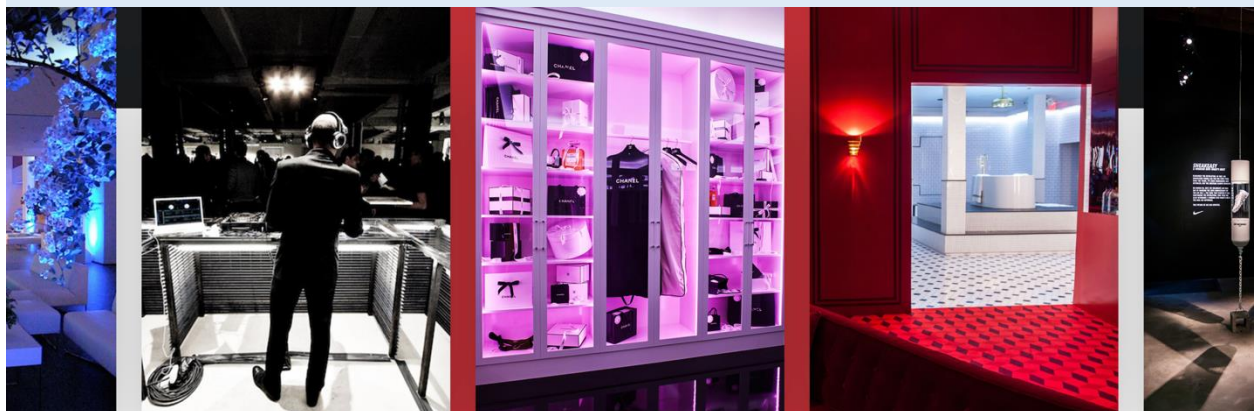
A. *"My name is Andrew Merryweather and I am the Senior Lighting Production Manager for BLT and Co. BLT and Co. is a full-service production company. We do lighting, staging, and fabrication for all manners of events."*

Q2. Tell us a little about BLT+CO.?

A. *"BLT is a full-service production company we have lighting shop; we have a scenic shop. We provide lighting and scenic design; we have partners with audio and video. We can do technical management of the events. We support other designers; We provide labor, equipment, really whatever a production needs, we can provide it ourselves or we have a partner who provides it with our help."*

Q3. Who are some of the clients you work with?

A. *"We work predominantly with fashion and corporate clients, and we've worked with probably every major name that you could think of: Ralph Loren, Tori Berch, Coach, Chase Bank, Salvation Army, Nordstrom's, Macy's, anybody you can think of really."*



Q4. What are some of the goals that BLT has when working with a client?

A. *“Our goal working with a client is to give them the best event they could possibly have. We’re not interested in selling them a design that works with our equipment for example or with what we’ve done in the past or what will be easy. We want them to have the best show that they can have. We want them to feel that we are partnering with them to give them a memorable event.”*

Q5. Tell us a little bit about BLT+CO’s history with NYFW?

A. *“New York Fashion Week, which is a huge chunk of our yearly business, BLT as a company has been involved with New York Fashion week since its inception in the mid-1970s. I’ve been with BLT for ten years. I was doing Fashion Week on a freelance basis for other production companies before that.”*



Q6. What are some of the biggest challenges you face with NYFW?

A. *“The biggest challenges of fashion week are the very short time frames that we have for everything. We’re getting designs and design briefs only a few weeks out from the show. We only have at most three or four days to install even an extremely large and complicated show. The show itself is a fifteen-minute show, it only happens once, there are no do-overs. There is no opportunity, if something goes wrong, to fix it. They have their time slot and everybody who is there to see their show, when their show comes down, they are off to the next one. Being perfect all the time under extreme time constraints, that’s really the challenge.”*

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Q7. How long have you been working with 4Wall & NYFW?

A. *“I’ve been working with Jim Schoenfelder at 4Wall for about 10 years.”*

Q8. How has 4Wall helped with the demands you have with NYFW?

A. *“4Wall helps because they are so responsive. When I need to know, tomorrow what an enormous show is going to cost so I can build a bid for my client, I get that information. When I need gear sourced from all over the country, 4Wall makes that happen for me. If it’s something that they don’t have, they can offer me intelligent, considered alternatives. **If I’m having trouble getting the show to meet the budget, Jim will work with me to figure out how we can make it work by substituting fixtures or figuring out different places to get the gear from to bring the cost down. 4Wall truly makes my job easier.**”*



Q9. How has 4Wall handled special requests that you've had, such as customizing fixtures or sourcing something we don't normally carry?

A. *"When we have special requests, I think that is where 4Wall really shines because they are invested in making sure that my experience is good, that BLT's experience is good, and intern our client's experience good. Jim is always happy to source gear from other places if it is something that 4Wall doesn't carry. Sometimes it's gear that we purchase, sometimes it's sub-rented. When we need to do something special, which happens a lot, people want everything to be in their brand colors for example. Just this last week, I sent over a five-gallon bucket of shark skin white paint that all the pipe had to be painted and 4Wall is happy to do that for us. We are able to work with 4Wall to customize gear. We did a show recently where we had to design and fabricate special mounting hardware to fit onto the light so we could spin it from the ceiling horizontally, which is not something it is designed to do. 4Wall was able to give us access to those fixtures for two weeks ahead of time so we could tech and fabricate and create this special rig which is not a level of service that I would've gotten from anywhere else."*

Q10. Would you say it's safe to say that 4Wall & BLT have a partnership?

A. *"Absolutely. We really try not to go or use any other vendors. 4Wall is my first choice, my go to, no questions asked. I feel that: **the level of service, the quality of the gear, the competitive pricing, why would I want to go anywhere else. Absolutely it is a partnership.**"*



Q11. How has 4Wall's flexibility with shipping and trucking helped you meet the demands of the tight deadlines of NYFW?



A. *"4Wall is extremely flexible in terms of how quickly they can turn stuff around to help us meet the demands of our clients. Sadly, I will often get finalized designs two or three days before load-in and I've never once had to turn around and say "sorry I can't do this anymore" to my clients. 4Wall really goes above and beyond."*

Q12. When you have a tight budget, how has 4Wall worked within those budget constraints?

A. *"When I am in the process of budgeting for a show, 4Wall really helps me meet those budget numbers. I can talk to Jim about what number I am trying to hit and what we can do with the gear to make those numbers work without compromising the scale of the show. When a client wants to have a big show and they don't necessarily have a big budget, one of the challenges is: how can we still make it a big show? Jim especially is really great about offering substitutions for the units that the designer requested that are at a different price point so that we can get more of them for the budget we have. He is also really great about helping me figure out if we can take these fixtures a couple of days late then they can come from Pennsylvania instead of Las Vegas and **that'll save you \$15,000 dollars of trucking.**"*



Q13. Is there anything else you want to say about 4Wall?

A. *"I've called Jim out a lot by name, but the helpfulness and the flexibility really extends across the board. I can call up anybody here if I have an issue with my console, I can talk to somebody, they will help me even if it's not their console even if it's the one I own. We had an incident during fashion week where the wrong date got put down for the pick-up of the show. My production electrician was standing there thirty minutes after he thought the truck was going to come and he called me. I looked over the paperwork to find out what was going on and I saw the typo, which none of us caught and I was able to call Billy and talk to him and we had a truck there within forty-five minutes and that was the middle of the night, in the middle of the busiest week of the year. That level of responsiveness is amazing. **Working with 4Wall gives me peace of mind.** I know that the gear I am going to get is going to show up and it's going to work, it's going to be what I ask for. If there is a problem with it I know that it is going to be fixed and with some other companies that's not necessarily true."*