

The Creative Shop takes flight with the Man of Steel

The Creative Shop (TCS) have partnered with The Galleries to deliver a unique in-centre experience by providing customers the opportunity to take flight via a real-life 3D flight simulator. Aimed at celebrating and promoting the launch of Warner Brothers new film – Man of Steel (3D) and using the latest in gesture sensing technology, Sydneysiders will be able to stand in-front of a huge 4.5m Man of Steel branded video wall, before extending their arms and controlling their flight path over a 3D version of Sydney CBD.

This activation has been created in order to give people as close to a realistic flight experience as possible, whilst also providing a gaming element whereby a set number of Man of Steel symbols / glyphs are required to be collected in an allotted timeframe.

"This is a great project for The Creative Shop as it demonstrates our ability to develop new form customer experiences whilst staying true to our ethos - combining the worlds of digital and tangible. We have no doubt that people will view the Man of Steel film in a whole new light after participation with the flight simulator."

David Wommelsdorff
Director – The Creative Shop

Man of Steel premieres on June 27th nationally with the flight simulator being housed for 4 weeks within The Galleries from Thursday 13th June through to Friday 12th July.

For further information:

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