



Generating emotions with technology

A screen 60 metres long and 10 metres high, during a plenary session, a big first for Dorier. Video and images had never been projected this size before. The objective was to allow 1 600 employees complete and emotional identification with their new company,ALPIQ, the result of the merger between Atel and EOS.

One of the event's biggest moments, raising the screen over an immense "lounge" space, and walls covered with screens just as big, to provide the employees with a real immersion experience in their brand's universe.