



## THE 2007 NBA FINALS

**CLIENT:** The NBA

**SERVICES:** Design, Fabrication, Installation



### The Situation

For over a decade, the NBA has relied on VEE to produce some of its most critical, high profile fan experiences. Since 1995, VEE has designed and fabricated events and activities for NBA Jam Session, the league's 500,000 square foot, week long All-Star fan extravaganza.

In 2007, league officials wanted to create a high visibility icon to represent the significance of the NBA league championship series. It sought to reinforce and extend its brand through a visually dramatic display that would be seen by millions of TV viewers throughout the championship series.

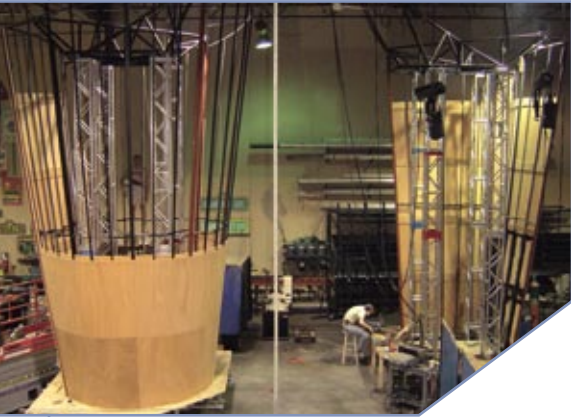
### The Challenge

The NBA wanted to center attention on the ultimate prize sought by every NBA player and fan: The Larry O'Brien Trophy, awarded annually to the NBA champions. Our task was to create an enormous, precise scale replica of the O'Brien trophy that would have major impact for both onsite fans and millions of TV viewers.

It was a complex challenge for several reasons:

- Time was very tight. When we got the call from the NBA, the playoffs had already begun, so we had less than 6 weeks to design, build and install the "megatrophy" and all surrounding elements and lighting outside the arenas of both NBA finalists.





- Installation had to be last minute and location was uncertain. With the playoffs in process, any of eight teams could have made the finals, so shipping and installation contingencies were needed for eight different contending teams.
- This was a massive 45-foot tall exterior display that would be seen at night. It had to be well lit, water resistant and engineered to withstand 70 MPH winds

## The Solution

Our first step was to make immediate site visits to all of the eight contending NBA markets. We took detailed surveys of all eight arena locations to confirm the available exterior space, anchor points, power sources, shipping access, etc. that we would need for installation.

Meanwhile, we began the engineering and design work, using a scale model of the O'Brien Trophy to determine the exact dimensions, surface area and weight of a 45 foot replica. Our engineers designed a foundation featuring 4,000 pounds of ballast required for the trophy to withstand 70 MPH winds. To build the trophy, we used a box truss tower as the inner "backbone", adding circular steel framing covered with curved metallic tinted panels, all capped off by a 16 foot inflatable basketball. To complement the trophies, we designed, produced and installed brilliant oversized graphics that were customized to fit the exterior of the arenas.

As the playoffs progressed, the set of eight original contenders was reduced to four teams: Detroit and Cleveland from the Eastern Conference and Utah and San Antonio from the Western Conference. As they played their Conference championship series, we completed the two trophies in our studios, loaded the trucks and awaited our shipping destinations. Along with millions of NBA fans, we watched the games on TV, and the minute the Cavs beat the Pistons and the Spurs eliminated the Jazz, we picked up the phone and sent the trucks to Cleveland and San Antonio. 48 hours later, the trophies were in place – one outside the Quicken Loans Arena in Cleveland, the other at the entrance to the AT&T Center in San Antonio – and the Finals were on!

