

Case Study:

Raffles Hotel 120th Anniversary

Date:
16th July 2007

Venue:
Raffles Hotel, Palm Court

Synopsis:

From its humble beginnings as a hotel known as The Beach House in 1887, to being named a National Monument in 1987, the Raffles Hotel has gained a reputation as one of the world's best hotels over the last 120 years. Tricom was tasked to create a theme and ambience that would suit the grandeur and heritage of this national icon for its up-coming anniversary. One of the main highlights for the evening would be the Guest of Honour, Minister Mentor Lee Kuan Yew, who was incidentally also celebrating his birthday on the same day.

Having devised the concept; "Transition in Time", Tricom created a photo wall that depicted the montages of visiting dignitaries, international movie stars and politicians alike; all of whom have either resided or visited the national monument. As guests arrived at the event, the photographers documented each and every one against this mosaic of history from the hotel's illustrious past. Also wanting to give guests an opportunity to discover more about the past of the hotel, Tricom created Historical Panels, each one depicting highlights of the hotels history. Working with the hotel's in-house historian, Tricom ensured that each snippet of information was to captivate the audience and create talking points throughout the evening.

As part of the programme, a cake cutting ceremony was held, symbolizing the celebration of the hotel's 120 years, as well as celebrating the birthday of the nation's founding father, Minister Mentor Lee Kuan Yew. Guests broke out into an impromptu rendition of Happy Birthday to the statesman, adding a personal touch to the evening's proceedings.

All in all, the event was a huge success, with guests and hotel staff lauding the event as one of the best ever held in the Raffles Hotel. Tricom Events is proud to be a part of this historical event.

