

Stageco keeps it cool at Chanel's Autumn/Winter fashion show 2010

Stageco ensured robust engineering for the organisers at the Autumn/Winter Chanel fashion show, as their structure supported a stunning set used to reveal the new collection, with 240 tonnes of real ice imported from the northern reaches of Sweden, directly to Paris' Grand Palais.

Chanel hired 35 ice sculptors who, over the course of six days, carved the frozen snow-ice into a dramatic icescape, reaching 8.5 meters at its highest point. The iceberg runway was topped with a shallow layer of water which the models paraded along, creating the appearance of walking on water. The reflection of the icescape in the water also gave the impression of deep, glacial ice underneath the surface.



To prevent the ice from melting, the entire set was housed in a hermetically sealed, white box truss in subzero temperatures. Stageco was commissioned to build a 28m high grid, housing the white box truss, lighting and sound equipment, as well as the 12m wide and 50m long runway.

The runway element of the set was especially challenging as the floor had to be carefully engineered, incorporating a reinforced sub-structure to support the 240 tonnes of ice, as well as the traffic of forklifts and cherry pickers during the production build.

Stageco's crew of 20 people were asked to adhere to a very tight time schedule, installing all temporary structures in just one and a half days and dismantling in only one day.

