



COLTCHELLA

FP PRESENTS CASE STUDY

COLTCHELLA 26'

Saturday, February 28, 2026 | The Rosemary Room | Winston-Salem, NC

THE STORY

A familiar room, reframed for one night.

COLTCHELLA 26' brought guests into The Rosemary Room for a one-night experience built around atmosphere, movement, and a clear visual identity. The venue's chandeliers and industrial ceiling became part of the scene as saturated color, haze, and directional light reshaped the room.

THE FP PRESENTS RESPONSE

Built as one complete guest experience.

FP Presents brought the event identity into the physical room through creative direction, lighting, sound, scenic decisions, branded visual moments, and hands-on show-night production.



One night

complete venue transformation

Custom

fabrication and guest moments

Full-service

creative through final strike



THE EXPERIENCE SYSTEM

Built from connected details.

PHOTO BOOTH

Branded guest capture

LIGHTING

Atmosphere and focus

AUDIO

Room-filling sound

FABRICATION

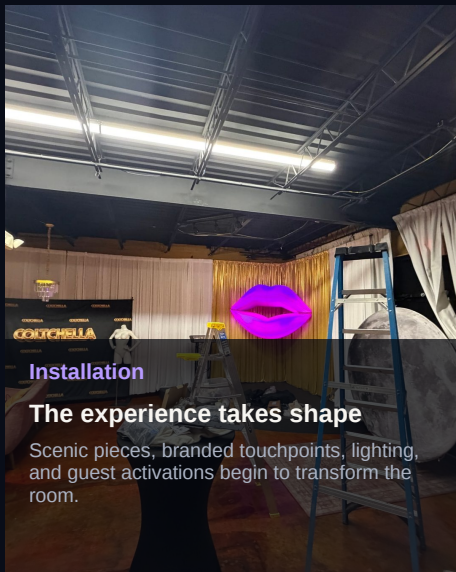
Purpose-built scenic work

DECOR & SCENIC

A transformed environment

SHOW OPERATION

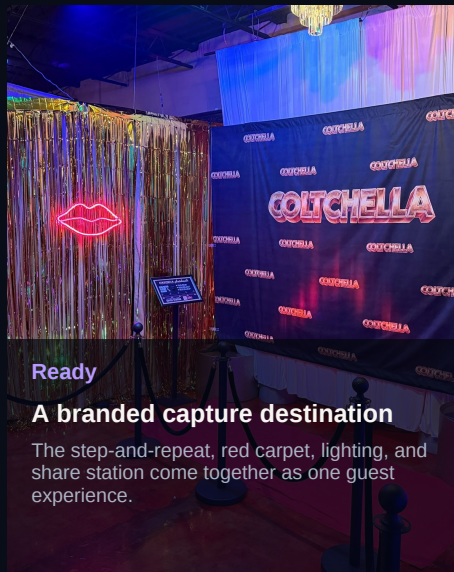
Hands-on event delivery



Installation

The experience takes shape

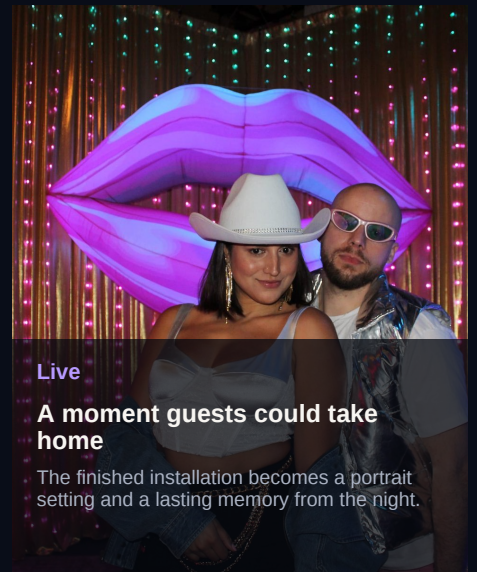
Scenic pieces, branded touchpoints, lighting, and guest activations begin to transform the room.



Ready

A branded capture destination

The step-and-repeat, red carpet, lighting, and share station come together as one guest experience.



Live

A moment guests could take home

The finished installation becomes a portrait setting and a lasting memory from the night.

PRODUCTION APPROACH

FP Presents brought the event identity into the physical room through creative direction, lighting, sound, scenic decisions, branded visual moments, and hands-on show-night production.

CREATE THE NEXT EXPERIENCE

Give your audience a reason to show up.

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Winston-Salem, North Carolina