

## Maxim Rock City

This year, Tracy Kessler and the TK New York team transformed the Detroit Symphony Orchestra house into the world of "Maxim Rock City", Detroit's most exclusive and highly anticipated pre-game party. Working closely with the Maxim Magazine's editorial directors and marketing staff, TK New York assisted in the creative and technical production behind all aspects of the extravagant event. From a larger-than-life Absolut bottle-shaped installation to the transformation of an entire floor into a Borgata Casino, the TK New York team focused strongly on sponsor incorporation while staying true to Maxim's "Rock Opera" theme. Working with numerous other high-profile sponsors such as Cadillac, Coors Light, and Reebok, no aspect of the event was left without seamless sponsor presence. "Maxim Rock City's" overall event success was further confirmed by numerous celebrity appearances on the red carpet, and the evening's grand finale including performances by DJ AM, Miri Ben Ari, and Wyclef Jean backed by a Gospel Choir.