

Endesa corporate party

Madrid, Spain



ACCIONA Producciones y Diseño carried out some of Endesa's most outstanding corporate events in recent years, some with a more internal character while others public, such as the General Meeting of Shareholders held in 2008. The Christmas parties for the employees celebrated in the atrium of the central headquarters in 2007 and 2008 are highlighted by their creativity and spectacular qualities.

Date:
2007 and 2008

Client:
Endesa

The 2007 celebration is an event full of musical references. APD designed a structure composed of PVC strips hanging from the atrium balcony and form a screen where audiovisuals and large format images are projected. The event culminated with a surprise performance by the Spanish soprano Ainhoa Arteta.

In 2008, the scenography was able to completely transform the building's atrium thanks to the creation of parallel platforms made of fabric that form a new space that covers 2,000 guests. Special care was taken in the selection of the catering and menu, with the Michelin-starred Navarra chef Enrique Martínez in charge. After cocktails, the party finale was a surprise performance by Pitingo and his gospel choir, who for almost two hours had an enthralled audience on their feet.

