

# Our self-contained super-asset that stands up to the sand

## CASE STUDY: LANDSHARK'S UNSINKABLE BEACH BAR

*Custom Fabrication*

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**ICEBOX**  
BE SERVED. BE SERVED WELL.



## THE CHALLENGE

Landshark—the quintessential beach brand. Except their mobile unit was sinking into the sand. Too big and too heavy, they needed something new they could get back on the beaches right away.

It needed a wide open layout, with bar service available on multiple sides. It needed to have a rooftop deck so people could drink their lagers while overlooking the show around them. It had to be large enough to impress, light enough to haul with an Ford F-350 and manageable enough for one person to set up and take down.



And, of course, no sinking into the sand.

# THE SOLUTION

Our answer was something of a self-contained shipping container on wheels. An innovative combination of aesthetics and function. Built on hydraulic axles that allow it to easily transform from transport to event mode, one person can get the experience up and running in less than 90 minutes. Breakdown is also a breeze.

On the road, everything fits inside—highboy tables, stools, chalkboards, games and 60 cases of Landshark on ice. In activation mode, it's open and airy, allowing guests to easily flow through. On the ground level, people can enjoy bar service on every side. And we didn't forget the rooftop deck, where folks can see the bands and watch the surfers from up above.

Eye-catching in every way. No specialty vehicle necessary to lug it everywhere it needs to go. This is the unsinkable beach bar, built to meet brand standards and suitably sport the Landshark name.



60

CASES ON ICE

90

MINUTE SETUP

1

OPERATOR





## THE RESULT

This mobile monster is now months on the road and standing up to miles of sand. Finally, a beach brand that can go to the beach. The Landshark client is happy—so much so that they asked our team to help run the experiences we built the unit for. Today, you'll see our production crews and operations experts all across the country, proudly representing the legendary Landshark, putting our first-rate event and touring expertise to work.

**SO VERSATILE,  
ONE PERSON  
CAN TAKE THE  
WHOLE SHOW  
ON THE ROAD.**

Tell us your vision. We'll bring it to life.

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