

# URBAN RELATIONS

## GETTY WORLD HEADQUARTERS



### Groundbreaking for Getty World Headquarters

#### Event Design and Execution:

Urban Relations worked with Getty Images to create a memorable groundbreaking for its world headquarters in Seattle. The company had just completed gathering a host of smaller companies into a stock-photo behemoth, the largest company of its kind in the world, so the event was particularly crucial in the company's journey to stitch the many smaller companies into a cohesive whole.

#### Theme:

We created a graffiti theme for this event, tying to the graphic roots of the company. Six teams were given spray paints and issued head-to-toe Tyvek jumpsuits. Each team created a graffiti-style drawing in the allotted 10 minutes based on one of the company's business lines, competing on creativity and speed. The creations were judged by applause from the employees in attendance.

#### Specific Challenges:

Demolition and grading on the site of the upcoming headquarters was in full swing as we planned the event, yet the event was to be held on-site. It required that we work around the construction schedule, which was constantly changing due to weather and ground conditions.

#### Community Relations:

We worked with Getty managers during the company's transition to its new headquarters to provide introductions to the community, providing an extensive community relations plan, identifying opportunities for direct employee involvement with community events as well as opportunities for corporate giving and sponsorships.