

# Case Study Hotellerie



## CHALLENGE

The conservatorium Hotel, one of the leading hotels within the Netherlands, Amsterdam, challenged us with the following dilemma; 'How can we get a life size statue of a hippopotamus to our hotel in the centre of Amsterdam. Seven months before, Artist Ninon van der Sande was assigned to get this Ferrari red Hippo finished in time for the Conservatorium Hotel in Amsterdam.

## ACTION

Because of the size of the hippopotamus (3.00x1.80x1.50 metres), it was not possible to pack him. CTi arranged the complete transportation of this life-size and extremely vulnerable Hippo within three hours and across a distance of 160 kilometres from 's-Heerenberg to the Conservatorium Hotel in Amsterdam. During the shipment we received a call there was a television crew waiting at the hotel for the arrival of the animal, adding to the suspense. A very delicate balance between speed on one hand and the fragile existence of this extremely vulnerable beast on the other had to be found. CTi finally conducted the complete delivery of the giant Red in one piece.

## RESULT

After some expected difficulties, moving a giant red hippo through the centre of Amsterdam, the animal safely arrived to his new habitat. Thus concluding the first delivery made by CTi on live television.

