

PacMin News

Creating a Full Scale Illusion

*On April 28, Bombardier featured a full size interior mock-up of their Challenger 350 mid-size business jet at the prestigious Milken Institute Global Conference. This is an annual event that invites prominent figures including business leaders, politicians, philanthropists, scientists, and scholars to discuss challenges and solutions to world issues.**

Bombardier has been a longtime sponsor of the conference. At this year's event, they invited attendees to tour the mock-up and experience its luxurious and innovative features firsthand.

The airframer wanted to attract attendees to the mock-up which was located at the entrance to the conference. An idea was developed to build and install a full scale representation of the aircraft's tail section adjacent to the interior mock-up. The Challenger 350 tail extends to a height of 20 feet (6 meters).

With the conference less than 3 weeks away, Bombardier reached out to PacMin with a challenge: Design, fabricate, paint, and install a replica of the Challenger tail on site at the Beverly Hilton.

*:The 2017 Milken Institute Global Conference was hosted at the Beverly Hilton Hotel in Los Angeles, California from April 30 to May 3.

W. GRIFFIN

BOMBARDIER

CHALLENGER 350

CHALLENGER

BOMBARDIER



Before work could begin, a discovery call was arranged with Bombardier's event team. Through these conversations, PacMin uncovered their marketing goals. PacMin then developed a strategy for the build that achieved the necessary visual impact, met the customer's budget, and could be completed within two weeks.

The short delivery put the entire PacMin and PacMin Studio teams to the test.

From CAD designers, CNC technicians, and graphic artists to fabricators, painters, and installers—all worked together harmoniously AND quickly!

PacMin Studio's technological prowess includes large format CNC machining which allows large scale parts to be milled in as little as 1 or 2 weeks. This was key to meeting the deadline.

With no time to waste, the PacMin graphic team's knowledge and familiarity with Bombardier's product line proved invaluable. Their time-tested expertise ensured the visuals were stunning and followed Bombardier's brand guidelines.

The PacMin team delivered the completed Challenger 350 tail mock-up to the venue on schedule and worked with exhibition personnel to ensure a secure installation.

PacMin's reliability and willingness to embrace challenges gives companies like Bombardier more creative freedom and allows them to push the envelope for VIP events.

For over seven decades, PacMin has designed large scale and full sized models for trade shows and aviation marketing. The projects have ranged in complexity from static hanging models to fully interactive models with lights and movement. ■



(Above) Using PacMin Studio's large format CNC machine, the team cut the massive Challenger 350 in just 7 days.



(Above) Due to its size, a large skilled team was required to mask, paint, and apply graphics. The process was completed in a single day!



(Above) Even though the tail was produced from lightweight materials, it still weighed over 200 pounds. In order to support the tail's weight and height, the tail is reinforced with an adjustable steel structure and base.



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