

Adobe MAX London Creativity Conference 2025

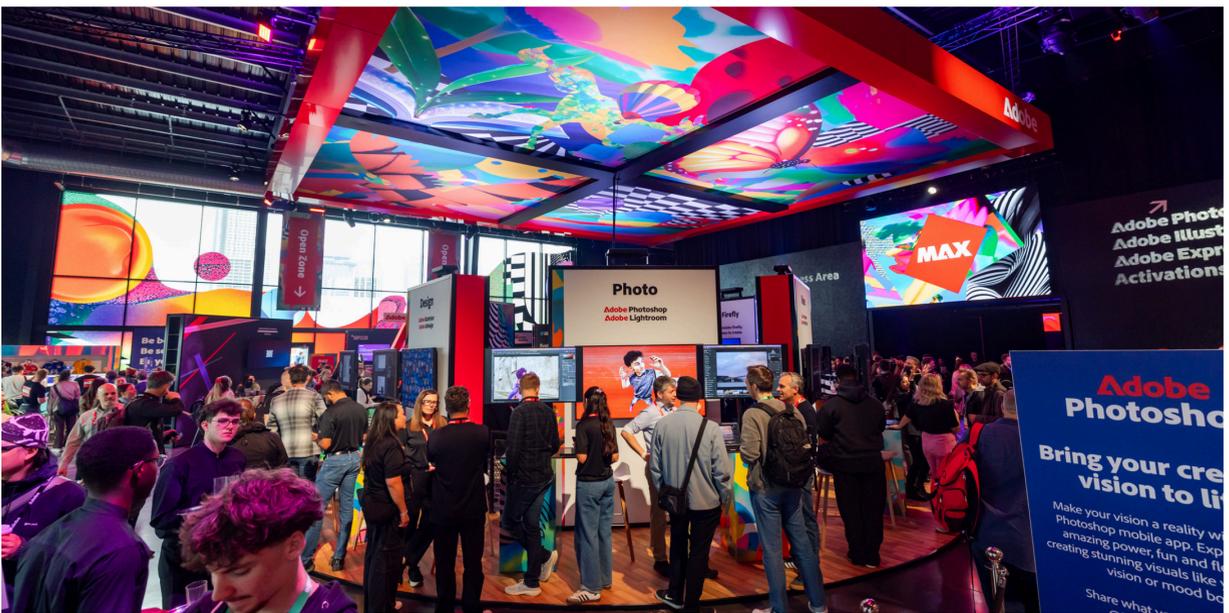


THE IDEA

In April 2025, Adobe brought its global celebration of creativity to London with its iconic Adobe MAX conference, a landmark event designed to inspire, engage and connect the creative community. Working with Taylor Bennett Partners, Adobe set out to create a dynamic platform for unveiling its latest innovations across Photoshop, Illustrator, Premiere, Firefly, Fresco and more.

The creative brief called for a high-impact main stage experience, supported by robust breakout environments and immersive brand activations. The objective was to deliver a seamless fusion of technical precision and aesthetic flair that captured the essence of the Adobe brand.

Leading the full technical production, our team worked in close partnership with a network of expert partners, including in-house technical teams from Vibration (rigging and power) and Noba (networking and internet), as well as creative designers Catherine Le Sueur and Rhea Andrews. Together, we translated Adobe's vision into a dynamic, multi-layered event experience that combined technical excellence with creative ingenuity.



THE REALITY

Operating within a fast-paced, tightly scheduled production window, our team approached the project with meticulous planning and flawless execution. A one-day pre-build enabled Vibration to install rigging and structural elements, setting the stage for an efficient install and technical setup.

The main stage was anchored by the debut of our **brand-new 8000 x 1400px Absen 2.5mm LED wall**, accompanied by two custom-built lecterns designed to support live product demonstrations. Six demo machines were housed backstage and hot-switched in real time to deliver uninterrupted, high-quality presentations.

Beyond the keynote space, the venue was transformed into four silent breakout rooms using wireless conference headsets, each fully equipped with audio, lighting, and display systems. In the networking zone, guests experienced a bespoke activation beneath the iconic **scenic Adobe Lens**, supported by extended technical infrastructure across multiple product demonstration areas.

To support the complex live requirements across the day, Noba provided a tailored wired and wireless networking solution. Outdoor areas were also activated with dedicated lighting and sound for a relaxed post-event drinks reception. A key technical challenge surfaced late in the planning process: the requirement for a security moat around the main stage conflicted with backstage presenter access to the demo stations on the opposite side.

This was resolved through proactive negotiation with the venue team. On the pre-build day, the house stage was repositioned and the lighting trusses were adjusted to create a clear access route, ensuring the show could proceed as normal without compromising the integrity of the layout or the production schedule.



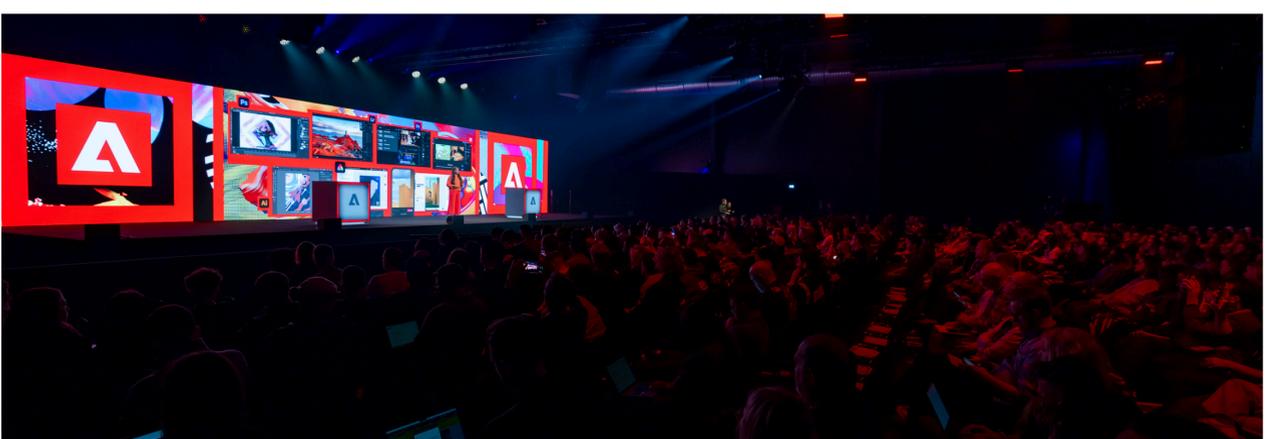
THE OUTCOME

Adobe Max London was widely praised for its impact, fluidity and technical finesse. Influencers and attendees alike shared an outpouring of positive social content, celebrating the event's energy and execution. The client commended the seamless integration of every element, from main stage to breakout spaces and networking areas, highlighting the consistency and cohesion across the experience.

The collaborative synergy between creative, technical and operational teams ensured Adobe MAX London stood out as one of the year's most successful creative conferences, setting a new benchmark for innovation and delivery.

Key Stats:

- 8000 x 1400px LED wall
- 500+ attendee main stage
- 4 breakout zones with silent conferencing with full technical integration
- 6 live demo stations hot-switched backstage
- Multi-team technical collaboration across rigging, networking, and AV



Let's Talk About Your Event Experience Needs.

Connect with our team at hello@encoreglobal.com and let's bring your vision to life!

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