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When BMW called for a pitch for the launch of the X3, it raised a couple of eyebrows in the industry. Simply because the German automotive giant had stuck it out with one agency faithfully almost since it set foot in India. And could well have done over a hundred events with this agency. But nonetheless, it evoked more than casual interest in the industry leaders as it was after all a world leader who had a reputation for doing world-class events.

And so Showtime pushed the envelope yet again this time for BMW. With an idea that would take the automotive giant literally 60 feet below the surface of the earth. By asking them to create the BMW Xperience 2011 in a crater spread over 32 acres that had been excavated a couple of years ago to build the largest mall in India but was currently lying unused. BMW loved the thought in terms of its phenomenal relevance to the product and together Showtime and the BMW India team pushed the envelope to make it happen. The rest, as they say, is history.

A first of its kind event for BMW in India, the BMW Xperience involved two broad aspects. One was to simulate a ten-obstacle track for the test drive that showcased each of the xDrive features. The track was created over a ten acre area. The other was the launch event which took place in a hangar that was specially created within the excavated site. BMWâ€™s new model X3 was revealed amidst a spectacular act by Australian drum and dance troupe, Raw BANG! The backdrop to the launch was a special film that went along with the music and percussions of the act. As a follow-up to the launch event, patrons were provided with the opportunity to test drive the BMW X series over a period of seven days.

Showtimeâ€™s client, DLF who owned the venue contributed in no small way to getting the event on the road â€“ from actually buying into the idea and allowing use of the venue to assisting with information on reliable contractors for road-building, earthmoving and even water drainage â€“ things that an event company rarely does otherwise and is, therefore certainly not its core competence. The vagaries of nature stepped in to add their own challenges with the heaviest rain in the last 59 years in the region that transformed the venue into a virtual lake and necessitated postponement of the initial planned date.

But eventually it all came together perfectly thanks to a herculean effort by the Showtime team led by two of their redoubtable stalwarts, Navin Sarin and Reeva Lal with some great support from the client who may have gone through some justifiable pangs of doubt at times but ultimately was more than overjoyed at the final delivery. Simply because conditions tested every one to the maximum â€“ be it the terrain itself that often sank by the sheer weight put on top of it and therefore had to be reinforced to the mounds of flying dust that one had to contend with and were a housekeeping nightmare to the sheer task of lighting up a voluminous 32 acres economically and productively. Let the pictures tell the rest of the story.

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