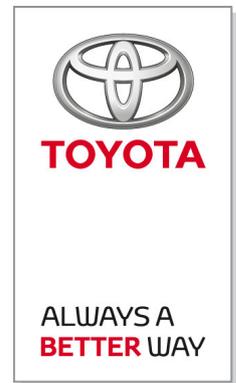


## **MILLA JOVOVICH STARS IN 'THE NIGHT THAT FLOWS' - THE WORLD'S FIRST DRIVE THROUGH IMMERSIVE THEATRE EXPERIENCE**

**UNIQUE PERFORMANCE STAGED TO CELEBRATE THE LAUNCH OF THE NEW TOYOTA C-HR**



**London, 3<sup>rd</sup> February 2017:** Last night, actress and model Milla Jovovich starred alongside a cast of talented faces from across Europe, in the world's first drive through immersive theatre experience.

The seven-scene interactive production - entitled 'The Night That Flows' - was staged within the immense space of The Printworks in London. The experience saw 100 guests immersed in the story of one amazing fictional night as it unfolded across five European cities, including Berlin, Milan, Paris, Barcelona and London.

The story, narrated throughout by Milla Jovovich, centred around guests finding their perfect flow and took inspiration from the 'flowing' design of the new Toyota C-HR - created to look like it is always moving, even when at a standstill.

Participants were thrust into the limelight as part of the event, taking centre-stage in the live multi-sensory performance and interacting with a variety of different characters as they made their way through the myriad of scenes.

Each scene brought with it unexpected twists and exciting scenarios, all inspired by key features of the car - from the dynamic drive and stylish diamond design, to the sophisticated interior and JBL concert hall sound system.

The journey began in Berlin, where guests were transported through the streets of the city in the C-HR using innovative projection footage captured at the Berlin International Festival of Light.

From Berlin, guests flowed seamlessly into Milan where they experienced their very own taste of a high fashion catwalk, complete with paparazzi. Following their catwalk moment, guests were led by Fabio Attanasio, Italian fashion designer and founder of 'The Bespoke Dudes', and Italian model Giorgia Palmas, into the backstage preparations of an Italian fashion show. Completely enclosed in a mirrored space, the C-HR became the star of the unique fashion show, revolving a full 360 degrees so that every angle of the car's dynamic design and elegantly integrated detail was exposed.

Propelled into a Parisian casino, guests joined an excitable crowd gathered around a roulette table, as French croupier Etienne Pradier invited them to take part in a game of chance. No sooner had they placed their bets on the roulette table, they were greeted by French rally driver Guerlain Chicherit, who led them in an exhilarating drive around a giant projected roulette table, showcasing the car's driving dynamics, fluid motion and controlled responses.

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## Press information

Travelling through to the next city, Barcelona, guests were surrounded by a flash-mob style club scene, with Spanish DJ Cuartero leading the crowd as the soundtrack played out over the C-HR's JBL sound system.

The journey concluded with guests arriving in a London bar, where they were greeted by the innovative mixologist duo, Alex Kratena and Simone Caporale and joined by Milla herself.

The event was created by a team comprised of some of the world's finest theatrical and technical design talent, all brought together under The Department's Creative Directors Jonny Grant and Hamish Jenkinson, with Jessica Rees Middleton as Executive Producer.

Speaking about the event, Milla Jovovich said: "I was thrilled to be asked to be a part of this event - I love that immersive theatre takes everyone on a completely unique journey and that no one experience is the same. It's something I've always wanted to do, so when Toyota approached me with the idea, I was intrigued and knew I had to be a part of it. The C-HR is a completely new concept for Toyota - rooted in style and quality. It's a beautiful looking car and incredibly stylish inside. The brand is always looking for 'a better way' to design or do things - and I'm a huge fan of that philosophy. Bringing everything to life was a creative challenge, but we found our flow eventually...and we hope everyone who came to the event left feeling inspired to find their perfect flow too"

Jan Verhaegen, Manager Brand and Marketing Communications at Toyota Europe said: "The C-HR is a completely new concept for the Toyota brand and totally different to anything we've ever created before. As such, we knew we had to launch it in a way that was innovative, unique and would bring to life the sense of 'flow' that the car embodies. 'The Night That Flows' captured not only the dynamic and innovative character of the C-HR, but also showcased exactly why it is the ultimate car for people who want to flow through life."

**-ENDS-**

For further information, please contact:

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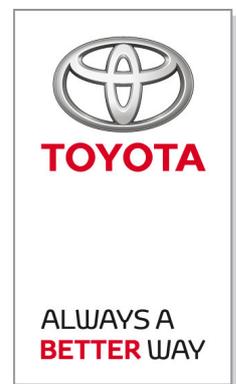
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**NOTES TO EDITORS:**

The Department team included: performance direction from James Seager and Joe Hufton from London's immersive theatrical group Les Enfants Terribles; international award winning set designer Takis, whose innovative and diverse body of work encompasses West End and leading UK theatres, Major International Musical, Opera and Ballet productions; projection from Dick Straker at Mesmer who's speciality is designing and creating content for unusual spaces and contexts; event Production and capture of the event was also led by The Department team, and Producer Mark Arrigo to best encapsulate the immersive aspects of this journey and bring it to an audience outside of those lucky enough to attend!

