



COLUMBIA- FLY COLUMBIA

Objective: Take the airplane to locations not normally able to accommodate air traffic. Provide hands on interaction with fuselage, hospitality area, sales area and roof top deck.

Solution: Creating a large event presence IMM was able to integrate an airplane environment in the single expandable stage side 53' trailer. A full scale fuselage allows visitors to step in and experience the cockpit of the Columbia Aircraft first hand. The hospitality area incorporates sales and information stations with aircraft appointments replicating the inside of the plane. Upper deck viewing via the spiral staircase provides a better view when the MMU visits air shows.