



# CASE STUDY #6: SHOWCASING CULINARY ARTISTRY FOR THE PGSMoA



## CLIENT OVERVIEW

The **PARIS GIBSON SQUARE MUSEUM OF ART (PGSMoA)** is a cornerstone of the Great Falls, Montana arts community, dedicated to celebrating creativity in all its forms. One of its most anticipated annual events, "Chefs, Champagne & Art," brings

together top chefs and restaurants for a night of fine dining, artistry, and philanthropy. To enhance the gala experience, the museum needed a visually stunning video to showcase the participating chefs and their culinary creations.

## THE CHALLENGE

The museum faced several key objectives:

- **Highlighting the artistry of each chef and their restaurant to elevate their presence at the event.**
- **Creating an engaging video that complemented the elegance of the gala.**
- **Ensuring the video captured the essence of both fine dining and high art.**
- **Producing a high-quality promotional piece that could be used during and after the event.**

## THE SOLUTION

**GENTLE THUG VISUAL MEDIA** developed a **short-form video** that celebrated the culinary mastery behind the event. Our approach included:

- **Elegant Cinematic Aesthetic:** Using rich, warm lighting **and refined visuals** to match the upscale atmosphere of the gala.
- **Smooth Narrative Flow:** Incorporating chef interviews where they shared their inspiration behind the dishes.
- **Seamless Integration into the Gala:** The video was designed to be projected during the event, adding to the evening's ambiance.

## THE PROCESS

- **Pre-Production Planning:** Collaborated with the museum and participating chefs to align on key messaging and visual direction.
- **Filming & Production:** Shot in multiple restaurant locations, capturing both action and ambiance.
- **Editing & Storytelling:** Created a fluid, engaging **video** that celebrated both the chefs and the art of fine dining.
- **Event Integration & Distribution:** Formatted the video for large-screen projection at the gala and for online promotional use.

## THE RESULT

- **Enhanced Gala Experience:** The video added an immersive, artistic touch to the event's programming.

- **Strong Social Media Engagement:** Used as a promotional piece following the event.
- **Elevated Brand Visibility for the Chefs & Restaurants:** The participating chefs gained increased recognition through the beautifully crafted video.
- **Long-Term Use:** The museum now has a high-quality marketing asset for future events and promotions.

## KEY TAKEAWAYS

- **Video storytelling can elevate live events by creating a more immersive experience.**
- **Cinematic visuals help reinforce brand prestige and exclusivity.**
- **Featuring the people behind the craft (chefs, artists, etc.) deepens audience engagement.**

## CONCLUSION

By partnering with **GENTLE THUG VISUAL MEDIA**, the **PGSMoA** transformed the "Chefs, Champagne & Art" gala into a multi-sensory experience, blending culinary excellence, visual storytelling, and artistic celebration. The result? A memorable, engaging showcase that left a lasting impression on attendees and strengthened promotional efforts for future galas.