

Lending love a hand

When Durban resident Rivaaj Ramdhin wanted to propose to his girlfriend using Nu Metro's big screen recently, he approached Cinevation to add its special brand of magic to the occasion.



“This was a really heartwarming project for us, and we had loads of fun in bringing these two lovebirds together. It's not something that we would ordinarily consider, but Rivaaj's request really touched our hearts and we decided to make an exception in this case,” says Cinevation director Karen Bailey.

“We asked Rivaaj to record an audio message for his loved one which we then edited together with relevant images in Joburg. The whole process from start to finish took about a day to complete.”

Tickets for the couple were arranged at Nu Metro's Pavilion cinema, strategically selected because of its state-of-the-art digital screen. The marriage proposal popped up on screen during the screening of the advertising reel prior to the movie. The entire cinema audience held their breath waiting to hear her answer and erupted into spontaneous applause as she said “Yes”. The future bride and groom were then presented with red roses and champagne.

Always making the most of every occasion, Cinevation arranged for a Shimansky commercial featuring the classic 'My Girl' diamond to follow on the ad reel immediately after the proposal. “Just to help her point him in the right direction!” adds Bailey.