



Ford Culture Collab

When Ford needed to complete an activation that combined advertising and art, they knew RMD would be the perfect agency for the job. The Ford Culture Collaboration series launched Ford's new "By Design" car platform and teamed local artists and musicians with the Ford brand. RMD activated at two events for this campaign, one in San Francisco and one in Venice Beach, each featuring art installations, live music and VIP guest hosting. RMD Group was responsible for the exhibit design and fabrication, staffing, and overall event execution. From pulling permits, to in house print, audio, and catering, RMD was responsible for translating the vision of the client into a reality.