

Toyota C-HR Stirs Up Night of Mischief at MTV Movie & TV Awards

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LOS ANGELES, May 8, 2017 – This year’s newly reimagined MTV Movie & TV Awards culminated with the ultimate After-Party, recreating interactive fairytale scenes from the new Toyota C-HR campaign amidst a star-studded gathering of winners, nominees, presenters, performers and merrymakers at the Shrine Expo. Guests wore mischievous masquerade masks and journeyed through living art installations-turned-photo booths, inspired by Toyota C-HR’s whimsical TV spots. Cult videographer Rory Kramer captured roaming merriment throughout the event, while superstar DJ Steve Aoki headlined from 8-10 p.m.

“Thank you so much to MTV for inviting me to DJ the first-ever Movie & TV Awards After-Party,” said Steve Aoki. “It was an amazing night with some of Hollywood’s biggest, brightest stars.”

Additional attendees included MTV Movie & TV Awards host Adam DeVine, Shay Mitchell, Tyler Posey, Cierra Ramirez, Jeff Wittek, John Cena, Amber Rose, Blake Anderson, Anders Holm, Hannibal Buress, Storm Reid, Farrah Abraham, Haley Lu Richardson, Jharrel Jerome, Ashton Sanders, Shameik Moore, Rita Ora, Snoop Dogg, Martha Stewart, Rebel Wilson, Deon Cole, Yara Shahidi, Paris Jackson, Martha Stewart, the cast of *Stranger Things*, China Chow, Diego Boneta, and more.

A playful interaction between art and technology, the event cued live dreamscapes from the Toyota C-HR TV spots: An aerial-dancing Rapunzel, suspended high above the party. A glowing ball-gown-clad Cinderella in a kaleidoscope dome under a giant ticking clock. A Gingerbread-Man-inspired car chase through a moving grid of urban skylscapes and infinite light beams.

The brightest stars of young Hollywood graced the 30,000-square foot space, snapped photos in the custom photo booth, and sipped beverages such as the Glass Slipper and Rosy Blonde. In this first partnership between the MTV Movie & TV Awards and Toyota C-HR, the golden age of storytelling that MTV reflects met the modern fairytales woven by Toyota C-HR with its new 2017 campaign.