

Wednesday 18 March
Toyco Studio
11-44 44th Drive
Long Island City

Spring Line Preview — calls for the day

One room, ninety accredited guests, and the whole line on plinths for six hours. **Nothing moves after the eleven o'clock walk-through** — if it is not on a plinth by then it is in a crate, and that is the only rule the day really has.

07:30

Crew, catering

Load in through the dock

Two vans only — the dock on 44th Drive does not take three. Catering sets in the back studio and stays there all day.

08:30

Photography

Stills of the full line, in line order

Two hours against the seamless, with no press and no product team in the room. Reshoots happen after 14:30, not during the day.

10:00

Product team

Final placement on the plinths

Plinths are numbered and the running order is on the desk. Anything not on the list goes back in the crate.

11:00

Everyone on the floor

Room walk-through with Maya

This is the last moment anything moves. After it the room is photographed as found and the floor is treated as live, whether or not the doors are open.

11:30

Press desk

Doors to accredited press

Badges are printed at the desk on arrival, not sent in advance. Anyone not on the list is a decision for Ava, not for the desk.

12:00

Speakers, vision

Welcome, then the line in four parts

Forty minutes, no questions from the floor. Questions are taken at the plinths afterwards, which is where the answers are anyway.

12:40

Everyone on the floor

Floor open

Every plinth is staffed for the whole session. **Nobody leaves the floor before 14:30**, including for lunch — catering runs a second sitting at 13:00 in the back studio.

14:30

Product team, photography

Line back into the crates, in line order

Photography reshoots anything flagged, then the crates are sealed and counted against the manifest.

15:30

Crew

Strike and load out

Studio returned by 17:00, seamless down, plinths stacked at the dock for Thursday collection.

Standing notes

True all day, and not repeated against each call.

Embargo

09:00 on Thursday 19 March. Nothing before that, including social.

Catering

08:00 and 13:00, back studio. Not on the floor at any time.

Wifi

TOYCO-GUEST. The password is on the press desk, not in the pack.

If something breaks

Tell Sam before you move it. Do not put a spare on the plinth.

Circulated to everyone called above and to the venue. **Supersedes the sheet of 6 March**, which had the walk-through at 11:30 and the doors at noon.

Ava Cruz, producer · 12 March
2026