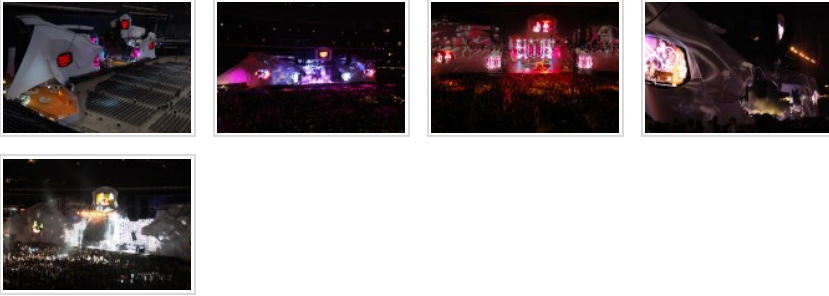


2010

Essence Music Festival 2010



Originated by the publishers of *Essence Magazine*, The Essence Music Festival is a three-day concert held every July in the Louisiana Superdome and Ernest N. Morial Convention Center in New Orleans, LA. Featuring artists such as Janet Jackson, Mary J. Blige, LL Cool J, Alicia Keys, and Earth, Wind and Fire, the festival attracts thousands to a rich display of live performances enhanced with an extensive lifestyle exhibition.

Barco partnered with RE:BE Design, under the direction of co-founder Stefan Beese, to develop full-surface, custom video content via video mapping technology on the curved fabric structure of a dramatic, organically sculpted stage. Ten Barco FLM R22+ projectors were used to create the video walls, supplemented with 192 Barco Mistrips in a custom frame and several dozen Studio Beams® and Studio Spots®.

About this project

Application

- Advertising (DOOH)
- Branding & retail
- Media & entertainment
- Rental & staging

Date 05 Jul 2010

Location New Orleans, United States

Products

- MISTRIP
- FLM R22+

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Related products



MISTRIP

Small pitch, LED pixel strip

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- Video walls
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