



2010 Essence Music Festival Pixled F40 30 high x 58 wide and Pixled F7 15 high x 25 wide

Overview of used products

Photo courtesy	Essence Music Festival
Event Producers Inc.	Rehage Entertainment and Stefan Beese

THE ESSENCE MUSIC FESTIVAL 2010 The Essence Music Festival is a three-day concert and cultural seminar series produced by Rehage Entertainment, Inc, and held in the Louisiana Superdome and Ernest N. Morial Convention Center. It is the largest African-American music and empowerment event in the country; and the 2010 Festival featured top performers such as Janet Jackson, Mary J. Blige, Alicia Keys, LL Cool J and Earth Wind and Fire. Differing from last year's design, this year's production and stage design by Stefan Beese of RE:BE Design functions as one large scale projection merging the traditionally separate scenic and screen elements. The design is based on the convergence of fluid masses which allow for variability in surface content and appearance. The simple yet crucial decision to angle the stage canopies toward the audience achieves masking the back of house production elements, such as the work deck and VIP area, while maximizing visibility of video and performance content for both the floor and upper levels. Beese designed the organically sculpted stage, that was manufactured by Event Producers, Inc through the utilization of spandex fabric surfaces over a truss sub structure. Using 35000 Sq Yards of silver and white spandex, 12800 Nylon Polyester thread, 9000 feet of rope and Aircraft cables, and 6000 feet of aluminum pipes, the structure served as a surface for the projection of custom video content, via video mapping technology using 10 x Barco 22K Projectors and a Vioso system provided by XL Video. In addition to the projection surface, a Pixled F40 30'x50' upstage screen functioned as the backdrop, two curved Barco Mistrup walls where used to frame the performance area visually and for to show supporting video content. Two Chromatek 6mm Black 15' x 25' screens where build in and masked out into the spandex surface to the stage left and right for to feature all Imag content. Additionally Pixled F7 ,15' x 25' upstage center I Mag screen functioned as a stage curtain for set changes. PRODUCTION DESIGN Stefan Beese – Production Designer; PRODUCTION COMPANY Rehage Entertainment Inc. CLIENT Essence Music Festival STAGE MANUFACTURER Event Producers. Inc

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