



2011 Essence Music Festival The strips and wing design came to live via: 433m2 of F30; 240 tiles of F7U and 20 Tiles of F40

THE ESSENCE MUSIC FESTIVAL 2011

The Essence Music Festival is a annually three-day concert and cultural seminar series held in the Louisiana Superdome and Ernest N. Morial Convention Center.

The Production Design for the 2011 Essence Music Festival was in full bloom during the holiday weekend, beginning July 1 and ending July 3 featuring performances by artists such as Usher, Kanye West , Mary J Blige, Trey Songz and many more.

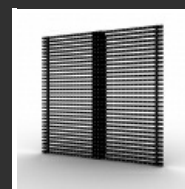
This year's Production Design was referred to internally, as the "Baker House" Design. The narrative for this year's Design was founded in Austrian-Hungarian Architect Adolf Loos's 1928 design for Josephine Bakers Paris residence. The Baker House, with its black & white striped marble facade was, unfortunately, never built but lent tremendous inspiration finding its way into Stefan Beese's Production Design for the Essence Music Festival 2011.

Differing from last year's design, this year's production and stage design needed not only to work with, but also to adapt itself within the brand new parameters of the recently renovated Louisiana Superdome. Being the first production on new territory, the team had the challenge of finding new rigging points in the ceiling while adjusting the sidelines from previous years.

Beese decided on horizontal line pattern that imbedded two Chromatek 6mm Black 15' x 25' screens in the stage left and stage right wings. The strip design was broken up by two 80' long lighting truss, also imbedded into the upper and lower LED strips, to visually continue the strip design while being able to create endless variation of light pattern and beams shooting out of the striped façade, creating a new layer to the stage design.

A newly configured Lighting rig was installed by PGP with brand new fixtures, as an adaptation of the 20th chandeliers in big ballrooms. This rig fulfilled the center stage upper cavity with lights during the evening performances. The strip design was achieved with F30 Tiles running from stage left all the way thru the set to stage right, imbedding a 30'x50 F40 upstage screen in it. Additionally, a Pixled F7 ,15' x 25' upstage center I-Mag screen hovered over the newly configured lighting rig.

Overview of used products



F-30

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