



CASE STUDY

Le Book 'Connections'
London 2013

LONDON SPEAKER HIRE CASE STUDY

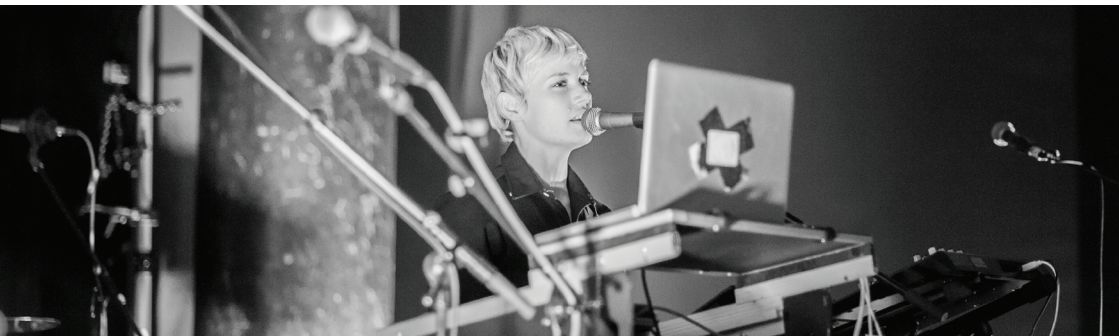
LE BOOK 'CONNECTIONS' LONDON 2013



London Speaker Hire was asked to provide the sound, lighting, and stage design for the prestigious Le Book 'Connections' event, a custom two day trade show aimed at showcasing the Le Book range publications, widely regarded as international reference points for high-end professionals within the creative community, and which cover areas such as fashion, photography, video, digital illustration, design and production.



Reflecting both the iconic status of the Le Book network, and its reputation for connecting members of the creative community, last November's annual tradeshow was hosted at the wonderful London Film Museum in Covent Garden, and showcased the portfolios of over a thousand photographers, image directors and illustrators. Featuring the pick of international artists' work from the best agencies around the world, these were exhibited throughout the Museum's twelve famous Riverside rooms.



The event also featured a series of Q&A sessions by top members of the creative talent community and key figures in the industry, and culminated in fantastic live performances by C.A.R., the renowned DJ and Music Director Tim Paris, and Universal Record's newly signed band, Arthur Beatrice.



Tasked with full responsibility for all technical aspects of the event, London Speaker Hire provided sound and lighting design for the twelve Riverside rooms, plus full sound, stage and lighting design for events in the Rotunda. With four weeks to complete all planning and production schedules, and an expected two to five thousand guests from the worldwide creative community expected to attend, we certainly had our work cut out for us!

To tackle the project we used a team of ten London Speaker Hire staff. Grant Turner, Luca Romagnoli and Manni Sonny Evans headed the production end of things, backed up by our technical staff, plus support from external crew, while Samantha Turner and Carly Holland were responsible for project management and production, from inception through to completion.





Our design philosophy for the Riverside rooms was to keep things nice and simple, so that guests could concentrate on the artists' presentations. Visually, the key was to keep the rooms aesthetically pleasing, while giving the audio a wide dispersion for low-key minimal impact. As we expected, it was a big job, and it took us a good two days loading and setting up, thanks to the many rooms with long cable runs!



Being circular, the Rotunda offered some unique challenges thanks to the audio reflections such a room shape provides, but our technicians were more than a match for the job, and using our compact intelligent Martin Audio Mini MLA array (alongside a 48-channel Avid VENUE mixer with matching stage box), solved the problem by creating audio boundaries in the room to successfully dampen rebounding audio waves.



A huge success from a technical perspective, we received excellent feedback from not only the Le Book team, but from all the professionals we worked with, and were particularly chuffed when Arthur Beatrice's team insisted we support the band again! Roll on next year, when we hope to engineer Connections 2015!