

News



TAO production for L'Oreal awards

UK - Style By Solares managing director, Wren Solares contracted TAO Group to design and produce L'Oreal Redken's Tribe '08 Hairdressing Awards, held at Battersea Evolution during London's Fashion Week this September.



Presented by TV's Alex Zane of *Popworld*, Tribe '08 is L'Oreal's annual awards for the UK's top hairdressers and was attended by over 1,200 hairdressers from around the country.

This year the aim was to achieve a more rock 'n' roll feel. TAO's Andy Cotton designed a production that included two 4mx 3m rear projection screens with Barco SLMR12 projectors, interspersed with 240 panels of stealth screen, supplied and operated by High Resolutions' Peter Canning.

The stage was installed as a three-stage system with a 12m x 10m main stage and a 9m central catwalk protruding into the audience arena. A connecting DJ stage was set at 18 inches higher and occupied by ex Beats International Singer turned DJ, Lindy Layton. Stage left at a similar height to the DJ stage was a band stage for the 10-piece show band that played throughout the catwalk shows. All stages were covered with white Marley and skirted in white to reflect lighting from Fineline.

A front and back flown lighting rig was supplied by Fineline Lighting which included 32 High End X Spots; 12 High End Studio Beams; 12 Palco LED fittings and 86 Par 64s, all controlled by an Avolites Sapphire 2000 desk and Catalyst system. Fineline's Darren Wring also produced the stage centerpiece - a re-creation of the Tribe 08 logo in 3D.

Staging suppliers, Fonix, also supplied various platforms for You Know Ltd's camera platforms, most of which needed to be sunk through the suspended floor of the arena to the concrete below for stability.

Major Tom supplied a flown Meyer Sound Melodie PA with monitor system and two DigiCo D5 desks at both ends, together with full playback and DJ set up.

TAO's Andy Cotton said: "It was a spectacular event made possible by the tremendous hard work of our crews who took a blank arena to a high quality catwalk show in 14 hours."

(Jim Evans)

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