

**STEELCASE  
GRAND RAPIDS, MI**

**Challenges**

- Totally transform the room during a four hour period between the general session and closing night party.
- Establish the party theme of "North Side / South Side of Chicago". Due to the limited setup time, scenic treatments were limited and our team was required to create this environment with lighting.



**Design**

- 700' of box truss with thirty theatrical chain hoists.
- (54) intelligent lights to remotely change the positions, colors, and patterns which transformed the room in a few hours.
- (12) DL.3 Digital Lights to project video on outboard circle screens.
- 60' x 20' rear projection screen mounted to a truss frame highlighted with LED fixtures.



**Production**

This versatile lighting system fulfilled the creative vision for the general session and closing night party by incorporating a lighting design which could quickly change the look of the room. The use of a large intelligent lighting system made the four hour transformation possible and the digital lighting combined the visual imagery of lighting and video into a single system.

