



All photos by Elena Volotova

EUROVISION

SONG CONTEST

The [Eurovision Song Contest](#) is the longest-running annual international TV song competition held, primarily, among the member countries of the European Broadcasting Union. The [UK](#) entry wanted to stand out in 2015, so BBC turned to [Light Initiative](#) as the industry leaders in LED Technology to help them accomplish their vision for the [Eurovision](#) stage.

One of the vital aspects before starting the project was the aesthetic design of the costumes took precedence over the LED. It was crucial that the LED integrated into the costume design and theme of [Electro Velvet](#) as a performance. The LED had to be almost invisible when not in use in order to add to the amazement at the moment of reveal.

With a total of 20,000 LED's across the 6 costumes (5,200 LED's on Bianca's dress alone) perfect control is key. The main show Eurovision Lighting team would be controlling them as an element of the overall stage and set.

The costumes and the vigorous routine of the performance meant they had to be wirelessly controlled,

not just on any stage but the Eurovision stage - where the vast amount of wireless equipment and devices such as cameras and sound equipment etc. (as well as the crews from the 38 other countries taking part) would mean an incredibly noisy radio environment.

[Light Initiative](#) turned to [City Theatrical](#) who provided Wireless [SHoW DMX Neo®](#) and [D4 SHoW DMX Neo®](#) to help create [Light Initiative](#) vision with out any disturbances once the performance went live, which would be viewed by millions.

Light Initiative's Operation Manager, Paul Bellman gave us his experience working with our wireless SHoW DMX line. "We created wireless costumes and so we turned to City Theatrical's [wireless DMX](#) to help us control the video mapped led costumes in combination with our own Electron controllers. The wireless DMX, which was lightweight, enabled the dancers to do stunts, mostly back flips on the Eurovision stage. [City Theatrical's](#) equipment was intuitive, stable and, reliable. "

CITY
THEATRICAL
NEW YORK • LONDON