

## Case Study: SHoW Baby 5

### CMM Turns to City Theatrical for Assistance with Fashion Show



*"Setup and operation of the system could not have been any simpler, and was truly plug and play"*

#### 64th Annual DAAP Fashion Show

*Description: A fashion design students fashion show*

*Location: The University of Cincinnati college of Design,  
Architecture, Art, and Planning*

*Show Date: 05/01/15*

*Master Electrician: Adam J. Zeek*

#### Excerpts from an interview with Adam Zeek of CCM.

The University of Cincinnati college of Design, Architecture, Art, and Planning recently presented its 64<sup>th</sup> Annual DAAP Fashion Show to 1500 enthralled patrons. The event is the culmination of four years of intense study and work for the Fashion Design students, however their work wasn't the only student work on stage. Students from the Lighting Design & Technology program at the College-Conservatory of Music were responsible for the stage design, layout, and lighting for the event.

The event featured a 96 foot runway, and a 48 foot wide stage, all lit with Source Four Ellipsoidals, Vari-Lite and Elation intelligent fixtures, and a variety of LED sources. Mark Williams, the Faculty advisor and Lighting Director for the show worked with students to design a functional and innovative staging concept and lighting package, which helped to elevate the scale of the production and keep the two hour long event visually interesting and fresh. The event was simulcast at Fountain Square, in downtown Cincinnati for the public as all of the 1500 available seats were sold out in advance of the show.

The staging consisted of an interconnected truss structure forming two downstage wings on each side of the stage and an upstage structure, providing a background and entrances for the models. Muslin screens and lighting fixtures were used to create vibrant colors and unique looks to the staging to keep the excitement and interest of the show at the highest levels.

The venue for the show was a large basketball area in the UC Recreation Center, which was not originally designed for such a large and complex installation. Due to the significant challenges and distances between the console operation position and the lighting fixtures, the idea of a wireless data protocol system became an instant topic of conversation for the technicians. CCM turned to City Theatrical for their experience and expertise in wireless communication. City Theatrical was able to provide 8 ShowBaby 5 transceivers for the project, which became invaluable, saving an enormous amount of time, labor, and resources.

The ShowBaby 5's were set up on three separate universes of operation and placed strategically throughout the venue. Setup and operation of the system could not have been any simpler, and was truly plug and play, meaning the students could focus on the design and programming of the production, as opposed to troubleshooting the wireless technology. This turned out to be vital as the timeline for the event was incredibly tight, requiring a load-in on Wednesday, Rehearsal Thursday, and the event itself on Friday. The ShowBaby 5's performed consistently and as advertised throughout the process."