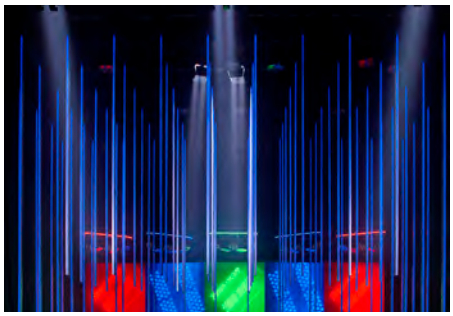
Case study
Radiohead

Location	Radiohead Tour
Philips Lighting	LED Lighting

PHILIPS



“Having put the LED equipment through its paces we were convinced it was the right way to go. To be honest, not having a single discharge or incandescent lamp in the design has set a new benchmark for us.” Andi Watson, Creative Director.

Radiohead tour sets new green standards with all LED lighting technology

Fast Facts

Location
Radiohead Tour
Installed Lighting System
ColorReach Powercore
iColor Flex SLX
iW Blast Powercore
Project in Partnership with
Architainment
Utopian Lighting
Specialz ltd
Radiohead
Philips Lighting

Background

Royal Philips Electronics' LED based lighting solutions have contributed to the overall reduction in energy consumption on Radiohead's latest tour. Proving that energy efficient lighting can be both environmentally friendly and provide high visual impact on stage, Value Added Reseller, Architainment, supplied a variety of LED systems advocating Radiohead's keen commitment to environmental responsibility.

Living up to environmental pledges is a full time job for most companies, all the more remarkable then that British rock band, Radiohead, has whole heartedly immersed itself into the full spirit of what it means to go green. From encouraging fans to car share when travelling to and from gigs right through to issuing tour members with aluminium water bottles to reduce the amount of plastic used, Radiohead has looked at all aspects to reduce the impact of its carbon emissions.

Solution and Benefits

It comes as no surprise, therefore, that when the lighting came under scrutiny LED technology seemed to be the obvious path to take. Andi Watson, creative director for the "In Rainbows" tour, explains, "Doing away with conventional lighting on set was a massive leap of faith for us. Of course our concerts are all about delivering the music but the fans expect a visual spectacle as well. At the same time, we can't just pollute the atmosphere merely for effect."

As anyone who has ever seen a Radiohead show will know, the band has never knowingly compromised on delivering a stunning production. Today's revolutionary LED technology means that visual quality can still be achieved without compromise to environmental values.

Always open to see how the set could be further improved Watson and Tour Production Manager, Richard Young, were shown pre-production units of the latest LED innovation namely Color® Reach Powercore which can project a staggering 5000 lumens of light over 500 feet. Needing no further convincing, 5 modules were supplied for the South American leg of the tour by Bristol based Utopium Lighting, the first rental company to fully invest in this ground breaking fixture.

To ensure the fixtures were securely positioned, Radiohead's production team hired the services of Specialz Ltd, who, as their name suggests, specialise in bespoke fabrication solutions for the stage and theatre industry. The Color Reach modules were supported within custom made aluminium 'yokes' and attached to the front truss.

Adding to the on stage drama and used throughout the entire tour, iColor® Flex SLX, a multi purpose LED based strand of light, has been used to edge light equipment pods or "quins" as Watson likes to call them. Designed for accent or perimeter lighting the iColor® Flex SLX is an ideal building block for the design and creation of custom applications such as this.

To ensure the band members stand out, iW® Blast Powercore key lights the group. Its adjustable colour temperature ranges from a warm 2700 K to a cool 6500 K allowing just the right shade of white to be selected. The additional benefit is that unlike conventional light sources, such as incandescent, LEDs emit a cool beam of light.

Without doubt the tour is an excellent example of how adopting a green approach can be achieved without detriment to entertainment or lifestyle.