



Projection Mapping

Outdoor Branding and Logo Projection

Our request was completely bespoke and involved lighting a listed structure in Glasgow which we think had only ever been lit once or twice before. Chris Neary was our contact throughout and he really was great from start to finish. I would not hesitate to use Adlib again should such a job come up.

Graeme Stewart, Asset Manager, M7 Real Estate

The Requirement

M7 Real Estate were holding a party for 120 clients and staff to celebrate 5 years of their office in Glasgow. The event took place in the Sky Bar at The Radisson Red Hotel and the senior management team wanted to plan a surprise for guests.

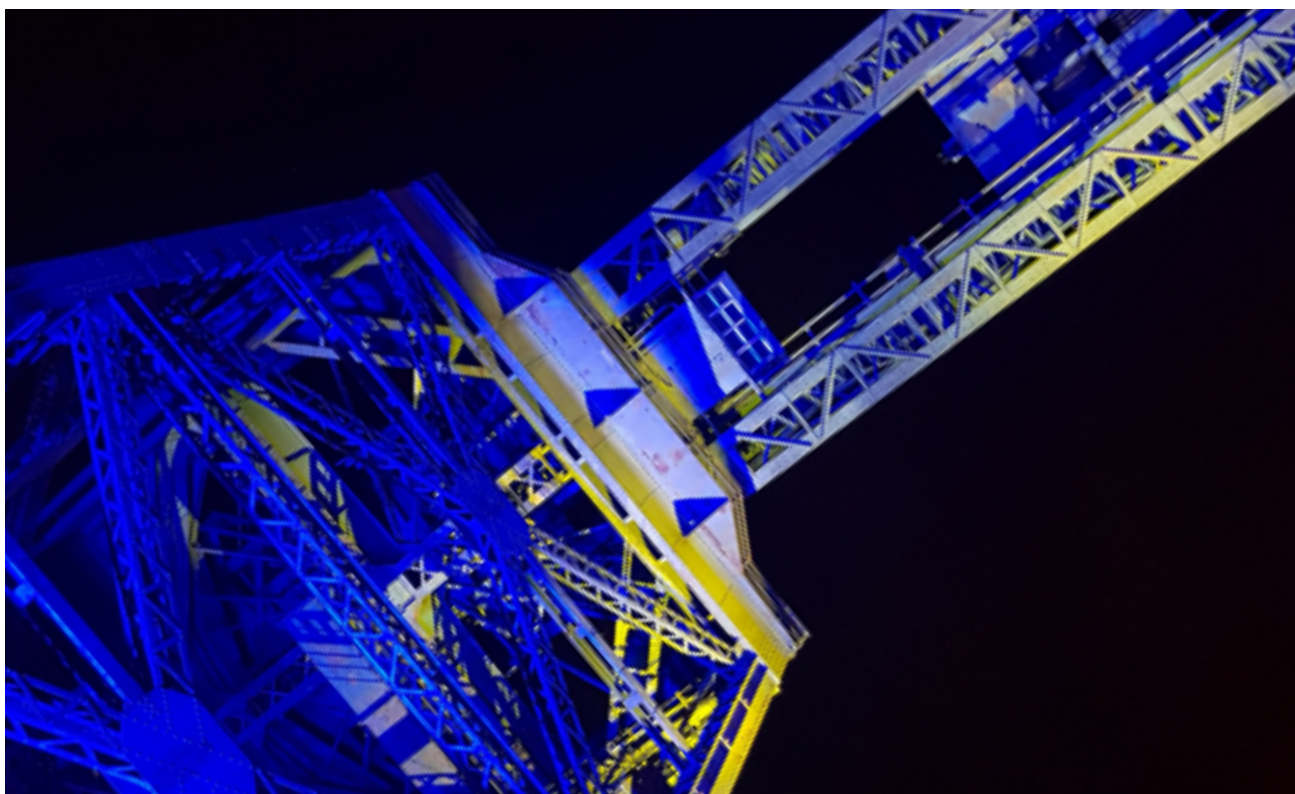
Because of the stunning view over Glasgow from The Radisson Red's Sky Bar, and M7 Real Estate's business as an industrial landlord, the concept was to light the iconic Finnieston Crane - a Category A Listed structure - in brand colours.

The big reveal would take place once everyone had arrived and one of the senior team had started their speech.

The Solution

M7 Real Estate came across Adlib online and saw some of our past work including lighting and projection mapping at Liverpool Anglican Cathedral which was similar to what they wanted to achieve.

Following an initial discussion, Adlib's Project Manager Chris Neary attended a meeting on site to plan the project and ensure that the right equipment was specified to achieve an impactful result. This included specifying high power outdoor LED lighting to light the crane in brand colours as well as projecting the company logo onto the side of the crane. Getting it right the first time was critical because there was no option to set up and test the plan the evening before the event. Chris explains:



“Trust in our equipment meant we were confident that it was going to work. The set up had to be turned off from 17:30 on the day of the event so as not to spoil the reveal for the guests. It was just dusk at this point and we had just enough time to focus our lights. Because we have delivered events like this before, we know what equipment works and are confident about what we could achieve.”

Set up of the event started at 8am with a team of 3 lighting technicians from Adlib handling all of the lighting as well as bringing in a generator to power the equipment.

The lighting system was based around high power LED fixtures and gobo projection including:

- 16 Illuminarc Colorist 36QA were installed to light the crane’s tower.
- 10 Prolight Solar fixtures were installed in a line directly underneath the arm of the crane to light it from the bottom.
- 7 Elation Proteus Hybrid moving light fixtures were installed on flight cases at the edge of the car park to provide a searchlight effect onto the side of the crane.
- Finally, a single Martin Mac Viper with a custom gobo projected the company brand onto the crane’s arm.



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