



White Light:
Creative Solutions, Technical Excellence



CASE STUDY
EXHIBITIONISM at the Saatchi Gallery

Overseeing Entire Lighting Installation



Nine Galleries Situated Over Two Floors



KEY INFORMATION

- **THE CLIENT:**
Woodroffe Bassett and IEC
- **EVENT:**
EXHIBITIONISM at the Saatchi Gallery
- **PRODUCTION TEAM:**
Simon Needle - WL's Special Projects Director
Patrick Woodroffe - Co-Lighting Designer
Adam Bassett - Co-Lighting Designer
Ki McGinity - Project Manager
John Coman - Production Manager
- **BRIEF:**
To oversee the entire lighting installation for a world-first exhibition.
- **PROJECT TIMELINE:**
Planning: Seven months before the event
On-site Prep: Two weeks.
- **EQUIPMENT INVENTORY:**
ETC Source Four Minis, Philips Selecon BeamSpots, Philips Selecon Accent BeamShapers, ETC Irideon FPZs.

EXHIBITIONISM is the first international exhibition focusing on The Rolling Stones, combining original artefacts, backstage paraphernalia and rare instruments. Located in London's Saatchi Gallery, it is spread across two floors with nine thematic galleries. With its strong reputation in working on exhibitions of all sizes, WL was approached to oversee the entire lighting installation.

EXHIBITIONISM was produced by IEC and the lighting designers were Woodroffe Bassett. Simon Needle, WL's Special Projects Director, comments: "We were asked to light the entire exhibition footprint of 1700m² along with over 500 artefacts. We were also asked to provide all of the fixtures, crew, power, labour and logistics".

WL then spent several months devising intricate rigging plans and creating a set-up which not only got the most out of the exhibition but was most suited to the space.

Simon adds: "The exhibition is open every day and there is limited power within the gallery - hence LED was the ideal solution. Also, the exhibition will last four years, visiting 12 cities across the globe therefore what we created had to be tourable".

The exhibition opened in May 2016 to great acclaim. Alongside lighting the exhibition, WL also provided the production support for the opening night party.

PLANNING & APPROACH

"With a project of this scope, preparation is key; primarily due to the huge amount of work involved. One of our many tasks was to devise an intricate series of rigging plots, diagrams, schedules and time-sheets to ensure that we knew every single area of the building which we were lighting. By having such thorough and concise plans, this allowed us to ensure that we remained on time for the exhibition's launch".

Simon Needle
WL's Special Projects Director

RESULTS

"This was a hugely challenging but ultimately rewarding project for everyone involved; a strong creative team with the support of a generous and imaginative producer and the input from the Rolling Stones themselves at every step resulted in a technically superb but also emotionally connected experience for everyone who will see it."

Patrick Woodroffe
Co-Lighting Designer

EQUIPMENT

For this particular exhibition, WL drew heavily on the ETC Irideon FPZ - becoming the first company to use these ahead of their official release. The FPZ combines the best of the Source Four Mini with an exceptional output and sleek industrial design, ideal for museum spaces. With an output of over 800 lumens, it is 33% brighter than the Source Four Mini LED. WL also drew on the Philips Selecon BeamSpots and Selecon Accent BeamShapers to accentuate the various artefacts on display.





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Photos courtesy of EXHIBITIONISM

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