

Case Study

50 Cent & G-Unit at O2 Arena



WHITE LIGHT
LIGHTING • AUDIO **M2** • VIDEO



On-site Lighting and Rigging Support

Planning & Approach

“We were loading a complex rig into the venue with no rehearsal time, so had one chance to get it right. As time was of the essence, we used the week prior to the concert to pre-rig and test all of the equipment, ensuring that the lighting setup matched Fraser’s brief. This meant we could arrive at the venue fully confident that we were going to deliver a spectacular show”.

Josh Yard
WL’s Project Manager

Delivery

WL drew on its unparalleled range of lighting and rigging equipment. The Clay Paky Sharpy, Vari*Lite VL3500 and Martin MAC Viper were used to match the intense, frequent movements throughout the show. The audience lights were i-Pix BB4s and strobe lighting was created by the Phillips Showline SL NITRO 510. All of this was deployed using pre-rigged Prolyte S36PRA truss: a range which WL specifically invested in for concert and touring work.

Results

“From showing them my initial drawings, WL collaborated with me to create the exact rig that I designed for this concert. The fact that they made their spaces available to me meant that I could be on-hand whilst the system was being built as well as meet the crew and discuss the practicalities of the rig - something which proved invaluable when we arrived at the O2 Arena”.

Fraser Elisha
Lighting Designer



Busiest Arena in the World

On 17th July 2015, 50 Cent and G-Unit held a oneoff concert at London’s O2 Arena. Marking 50 Cent’s first performance at the venue since 2007, the event was produced by Musicalize who wanted to create an unforgettable spectacle. As a result, WL was approached to provide the lighting and rigging support.

Fraser Elisha, Lighting Designer, comments: “I wanted an edgy look that would match both 50 Cent and G-Unit’s style of music. I wanted lighting to play a holistic role and make the concert an immersive experience. The eventual design was quite complex and intricate so I not only needed advance lighting equipment to capture this vision but also the resources and space to help create the actual set-up”.

As preparation, Fraser spent a week at WL’s studios, working closely with the WL team. He drew on the company’s state-of-the-art technology and resources to create the exact layout he envisaged. As WL only had ten hours to set up at the O2 Arena on the day of the concert, everything was pre-rigged to ensure that the time on-site was used as efficiently as possible.

The show was a sell-out success and another example of WL providing its services on a live concert. Mark Dawson, Production Manager on the show, comments: “WL did a sterling job. Their crew were really efficient and worked within an extremely limited timeframe. Ultimately we couldn’t have asked for more”.



Key Information:

- The Client
Musicalize
- Event
50 Cent and G-Unit Concert at O2 Arena
- Production Team
Josh Yard - WL Project Manager
Fraser Elisha - Lighting Designer
Mark Dawson - Production Manager
- Brief
To provide the lighting and rigging solutions along with on-site support.
- Project Timeline
Planning: One month before the event
On-site Prep: 10 hours
- Equipment Inventory
Martin Aura XB, Clay Paky Sharpy, Martin MAC Viper Profile, Vari*Lite VL3500 Wash FX, Grand MA 2, Showline SL Nitro 510, BB4 LED Washlight, Prolyte S36PRA Truss





Photos courtesy of James MacKenzie

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