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## NBA x Hennessy Party - Case Study



## Transforming Tate Modern's South Tank with lighting, audio and video for a prestigious celebration event

### Project Summary

Client:	Wasserman
Venue:	Tate Modern - South Tank
Event:	NBA x Hennessy Party
WL Delivery Team:	Account Manager- Dominic Yates Senior Project Manager- Martin Strods Lighting Designer- Matt Ladkin Additional crew of 17 in-house and freelance technicians

### The Project

To celebrate their newly established global partnership, NBA and Hennessy held a glamorous party at Tate Modern. Global marketing and representation agency Wasserman designed and produced the event, engaging technical solutions specialist White Light (WL) to supply all lighting, audio and video services. The evening saw a perfect mix of names, minds and brands come together and the glittering guest list included Daisy Lowe, Goldie, Harry Pinero and Jack Fowler. As a part of the experience, guests were invited to browse through a collection of legendary basketball relics, including Michael Jordan trainers.



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### The Brief

The whole party took place in Tate Modern's South Tank and there was a daytime installation window on event day. The technical requirements included a robust audio system for live performances from Kojo Funds and Tiffany Calver, as well as theatrical lighting and video projection throughout the space.



### The Delivery

The audio solution was a d&b audiotechnik system comprising of Y12, Y8 and Y10P loudspeakers, plus V subwoofers. Yamaha Consoles and Shure ULXD Radio Microphones were used for the performances.

The atmospheric lighting specification included: Martin Mac Quantum Washes, Martin Mac Viper Profiles and Varilite VL2600's, as well as various Core & Astera wireless products. The lighting system controlled by Grand MA 2 Consoles, with Luminex data distribution.

For the video elements, Panasonic 9K Laser Projectors were used for branded projections and a 3.9MM Pitch LED screen surrounded the DJ. Various Panasonic LCD screens were distributed throughout the space.

WL's Key Account Manager – Dominic Yates said: “We have been an approved supplier at the Tate for many years, so we know how well The Tanks lend themselves to total transformation for events of this nature. The main area was designed to look like a basketball court, which came to life through projections. With the different entertainment features, such as the display pieces, we worked with LD Matt Ladkin to bring his vision to life and create the desired party atmosphere. The audio solution was tailored to the acoustics of the space, to enhance the live performances.”



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### Client Feedback

“Wasserman have always had a good working relationship with White Light, who have always delivered above and beyond expectations. With their expertise as an approved supplier at the venue paired with their excellence in creativity White Light were an obvious choice to partner with to provide full technical production services for the NBA x Hennessey event. From the account and project management level to operational support, the full team had a great can do attitude and were willing to step in to support on elements of the event far beyond their scope. The creative and technical expertise of the team along with the calibre of kit across lighting, audio and video ensured the event was delivered to an incredibly high standard. A huge thanks once again to the entire White Light team for their support on the project, and I look forward to working with you all again in the future.”

**Ben Crawford – Production Director,  
Wasserman**

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### Contact us

Events@WhiteLight.Ltd.uk  
+44 (0)20 8254 4800

[www.WhiteLight.Ltd.uk](http://www.WhiteLight.Ltd.uk)

