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BirdLife 100th Anniversary Gala Case Study



“The first use of LED video wall in the iconic Raphael Gallery - to display BirdLife’s content in as large a format as possible.”

The Project:

As the culmination of BirdLife International’s World Congress 2022 and to celebrate its 100th anniversary, the largest international Partnership for nature conservation held a fundraising gala at the iconic V&A.

As BirdLife International’s first in-person gathering post-pandemic, the evening gala was attended by over 300 guests, representing many of the organisation’s global partners, thought leaders, donors and sponsors.

Technical solutions specialist White Light (WL) was appointed by BirdLife International, as one of the V&A’s long-standing and trusted approved suppliers, to deliver the full-service AV production for the event.



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The Brief

The evening consisted of a welcome reception in The Dome, followed by a seated dinner in The Raphael Court. A series of speeches, strategy presentations, videos and musical performances were all a key part of the gala's varied programme and fundraising drive.

As such, the diverse programme of content for the night required a comprehensive lighting, audio and video solution.

The Solution

To greet guests on arrival, gobos of BirdLife's 100th Anniversary logo were projected onto The Dome's soaring ceiling. Atmospheric lighting was used to enhance the classical architecture, marble flooring and centrepiece Chihuly sculpture featured within the space. A PA system for background music and video screens placed discreetly around the room shared table plans and other branded content during the drinks reception.

In The Raphael Court, to ensure that every guest had an optimum view for all content, WL constructed a large 4m x 2.5m LED screen and stage, with a relay screen for Image Magnification and the table plan. The stage set was situated before the gallery's gilded Spanish altarpiece, to utilise the grandeur of the backdrop. Videos from leading conservation figureheads including Sir David Attenborough were played during the dinner service.





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The audio solution featured the d&b audiotechnik Y-Series, chosen for its compact and unobtrusive design, so as not to detract from the surroundings. A combination of loudspeakers and subwoofers were used to provide even sound distribution throughout the space, as well as to add extra punch for the theatrical opening and musical acts.

Uplighting, theatrical stage lighting and pattern projections all served to complement the Court's magnificent architecture and iconic Renaissance Art. A large central 100th anniversary gobo was projected high above the stage, onto the domed ceiling, along with a lighting and pattern wash to evoke a starry sky ambience.





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With so many different presenters, performers and layers of varying content, the programme was constantly changing, even up until the last moment. However, with our working knowledge of the V&A and our team's flexibility to facilitate last-minute requests and changes, we adapted solutions as needed and provided flawless AV on the night.

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**Mark Sutcliffe - WL's
Senior Account Manager**

Project Summary

Venue: V&A South Kensington

Event: Fundraising 100th Anniversary Gala

Client: BirdLife International

WL Delivery Team: Senior Account Manager – Mark Sutcliffe
Project Manager – Harrison Murley-Lee

Key Equipment: 4m x 2.5m 2.6pitch video wall
d&b audiotechnik Y-Series sound system

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