



## For Immediate Release

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### College Television Awards Ceremony Steps onto the Big Stage with a Winning Production of Its Own

**CULVER CITY, Calif. (March 24, 2006)** – On March 19<sup>th</sup>, the Academy of Television Arts and Sciences Foundation (home of the EMMY) presented its 27<sup>th</sup> Annual College Television Awards at Culver Studios. Displaying all the fanfare, trappings and technical brilliance of a Golden Globes ceremony, the event took a major leap into the limelight through the dazzling production techniques of Kinetic Lighting, Inc,

The combined cocktail reception, dinner and award show was produced by Mark Flaisher Entertainment, with Kinetic providing the lighting, video, audio, and technical direction. With just three weeks to design and produce the show, and a limited budget, the production team faced an enormous challenge. "We wanted to create a rich and dignified award-show environment to honor these talented award winners" said David Jacobi, Kinetic's lighting designer for the project.

To build excitement and drama, the studio's Stage 11 was divided into four separate areas using hanging drapery: Reception, Green Room, Media Room, and Dinner Room. Guests were treated to several surprises and stunning media effects throughout the evening.

In the Reception Area, designed to make you feel like you were backstage, Kinetic deployed bubble gobo lights to project images that echoed the event's circular promotional graphics. Following the cocktail reception, an elaborate Austrian curtain actually "went up" to invite guests in to dinner.

A red carpet with rope stanchions created movie-premier anticipation at the entrance to the "Green Room." Inside, Kinetic set up a live-feed TV screen, allowing presenters to view the awards before going onstage. The Media Room, where award winners were photographed afterwards, featured a step-and-repeat banner with the ATASF logo.

It was In the Dinner Room, where the awards were presented, where Kinetic's technical wizardry had the greatest impact. Two 14' X 10.5' video screens flanked the stage left and right, on which matching 10,000-lumen projectors beamed crystal-clear images of award-winning programs. Two 12-foot tall EMMY statuettes were dramatically lit by ellipsoidal fixtures.

Terri Clark, Executive Director of ATASF, was indeed ecstatic. "The night was a tremendous success," she said. "Everyone went above and beyond, and made the evening truly spectacular!" For more information about Kinetic Lighting, visit [www.kineticlighting.com](http://www.kineticlighting.com)

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