

TAO PRODUCTIONS CASE STUDY

Title:

DEAF OLYMPICS OPENING CEREMONY

Brief:

To manage and produce the European entertainment interests at the opening ceremonies for The Deaflympics 2009 in the Republic of China. The 21st Summer Deaflympics was previously known as The World Games of the Deaf which was granted permission by the IOC (International Olympic Committee) to change names in 2001 and currently features 20 sports from Athletics to Taekwondo.



Client:

Olympic Committee and News substance Creative Solutions

Objectives:

To produce the opening parades, performances and ceremonies for the European elements of the event. To create a safe and successful performance art section of the ceremonies that is spectacular and bespoke; also to safely manage and produce sections of the public street parades leading to the opening ceremonies. To manage the logistics of performers from three countries. We were also tasked to build and design VIP areas for heads of states and local/foreign dignitaries. The performances in Hsinchu played to a packed crowd of in excess of 15,000 people with the Taipei shows topping the 40,000 over the three nights, on one of these nights Taipei was one of the hottest places on the planet at well over 40 Degrees there. Luminaire's that attended the events included the Italian Ambassador, British Consulate Staff, Mayors of Hsinchu, Taipei, Taoyuan, Mr Emile Sheng CEO of The Deaflympics Organising Committee and President Mr Ma Ying Jeou.



TAO Productions undertook:

- Computer Aided Design of the two sites with full plans produced as required for operational, structural and emergency planning duties.
- Arrange and advise on the logistics of air/ground movement of personnel and production equipment between U.K., Italy and China; together with hotels for personnel.
- Manage and arrange local production elements with Chinese production personnel including stages, lights, sound, pyrotechnics, cranes and offices.

- Prepare safety documentation for event together with welfare information for all European personnel.
- Liaison pre-event with clients, local Chinese authorities, Italian and Chinese production personnel, together with local production suppliers.
- Supply crews to production manage, control elements of lighting, sound, rigging, safety and 'working at height'.
- Advise on safety, site design and parade design.

Event Reviews and Testimonials':

"In 10 years of professional experience I have never worked so good or in good mood with an other colleague. Andy is the best technical and production manager I ever work with his professional skills made my job easy."

Viorel Rosu, KitonB (Italian Performance Art) Manager.

"It was a pleasure to work with Andy and with the whole staff from the UK, I'm sure without their great support the event would not have been what it was, we were all very relaxed on our work, thanks to them."

Rosie Widerkehr, Lead Vocalist

"It was the largest event Taiwan has seen for this type of art and it was received extremely well by my country men and women; The Carillion performance was spectacular but the events were made far better by the hard work of Andy Cotton and his team."

Blueman Kau, Taiwanese Liaison Manager

