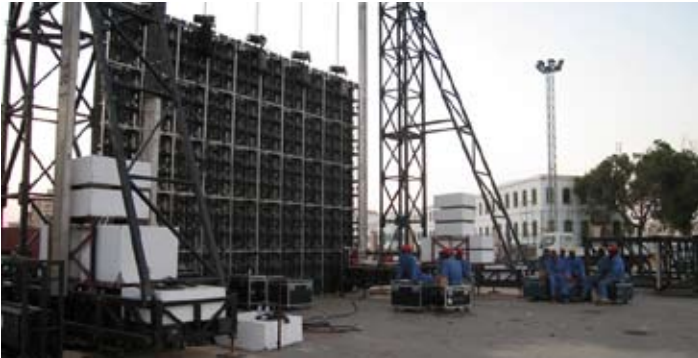


Event Integration goes to Libya!

With just three weeks notice, Event Integration recently supplied all the LED screens to an extraordinary event in Benghazi.

Seif Al Gaddafi, the son of Colonel Gaddafi, wanted to create an attractive, entertaining show for the huge crowds drawn to his presentation on a range of issues based on his humanistic foundation.



It became clear that the design of the show that would be produced by RS Live as well as the audience size a lot of LED screens would be needed. What also became clear was that getting hold of this quantity at short notice in the busiest part of the year to be taken out to Libya for ten days was going to be a significant problem. Up to this point, Libya had never seen an event of this scale and it was certainly not a project for the faint hearted and this was where Event Integration were called upon.

Working alongside PSP in Birmingham who had overall responsibility for video, Event Integration had to think outside the box to fulfil the LED brief. After considerable research, it seemed that the UK festival season and the suspicions of taking vast quantities of equipment to an internationally secluded African country had put paid to sourcing in the UK.

Because of the many years expertise Event Integration has in installing LED around the world, they were able to turn to partners around Europe. They even took up options to fly a French mobile screen out of Turin, and drive Italian equipment via Algeria before the nature of the logistics and the show design changed so that equipment had to be flown out of the UK.



Equipment was eventually sourced from Holland and working with the renowned logistics company Rock-it Cargo, was transferred over to Stanstead airport for containerising and loading into one of the two Vost Anotnov 124 freight aircraft that the Libyan air force operate.

The numbers are interesting: the production was bigger than the current Madonna tour, and involved one of the largest single-package airfreights since the second world war – nearly 500 tonnes in total.

Event Integration provided all the project management and technical resource for the LED screens. “Event Integration are fantastic” said Andy Williams of PSP, “there is no way we could have resourced what they did for us. The service, the crew and the equipment they provided were excellent in every respect, and considering the short lead time and the various challenges we all faced with the event, they were a safe set of hands indeed. Their experience in resourcing events like this was totally invaluable”



Christopher Milnes, who managed the provision of the equipment for PSP said “there was a significant responsibility to get things right first time. Benghazi is a long way from home and the expectations from the Libyan client were very high indeed. My team were fantastic, and it was a pleasure to work with PSP and between us we delivered everything in the face of some considerable challenges!”

For more information

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