



**For Immediate Release**

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## **Kinetic Supplies Lighting and Audio for Obama Documentary Screening Event**

**LOS ANGELES, Calif. (July 29, 2009)** – Kinetic Lighting, Inc. was selected as the production company for HBO's recent *By the People* screening after-party held at the Hammer Museum on Wednesday evening. Hired by event producer Poko Event Productions, Kinetic provided lighting and audio services for the event.

Yellow and green floral arrangements provided by the Hidden Garden Floral Design set the color scheme for the event—a challenging scheme to execute, but necessary to avoid political connotations, as specified by the client. Neither yellow nor green are flattering colors on human skin tones, but Kinetic Lighting designer James Schipper accommodated the desired effect with style by incorporating some light amber shades for lounges and other areas in which people were directly under lights. Walls and arches surrounding the event were uplit with yellow and green, closely matching the flowers. Select walls featured bamboo gobo projections, mimicking the towering bamboo sprinkled throughout the museum's courtyard. In a departure from everyday decor, the central bar served as a mounting point for special chandeliers designed by Poko.

While conventional fixtures were used for the gobos and area lighting, Kinetic supplied energy-efficient LED light fixtures for all of the uplighting. Another eco-friendly—and time-saving—solution was the use of wireless DMX to control the lighting system, eliminating the need for thousands of feet of cable and tape.

The audio system was also in keeping with modern times: An iPod served as the primary music source. When the client's iPod batteries ran low, Kinetic seamlessly switched the music source to an alternate iPhone. That's right: A cell phone ultimately served as the playback source for this event.

Judging by everyone's reaction, the events was a total success.

### **About Kinetic Lighting:**

Kinetic Lighting is an award-winning lighting company, leveraging the magical power of light for architectural, entertainment and promotional applications. We design, produce, rent, sell, repair and consult for clients needing lighting and projection technology. Visit [www.kineticlighting.com](http://www.kineticlighting.com) for more information.

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