

**VIRGIN ATLANTIC  
CHICAGO, IL**

**Challenges**

- Coordinate setup and rehearsal times with the public hours of the museum.
- Hang over (3) tons of equipment on (75) year old structure.
- Use LED video screen as a product reveal for an aircraft.



**Design**

- Lightswitch Chicago specified over (50) automated lighting fixtures for full saturation of venue space.
- 35' x 18' LED video wall that acted as a scrim for the product reveal.
- Fly-away LED video wall so attendees can experience the aircraft first-hand.
- Planned and obtained approval for rigging of LED screen and lighting elements on 75 year old venue.



**Production**

ILC provided all lighting, rigging, and technical support for the national press event announcing the purchase of the new Boeing 787 Dreamliner by Virgin Atlantic.

The event featured a press conference and video presentation followed by a dramatic product reveal of a full-size section of the aircraft.

Hours of planning resulted in a flawless production which combined the visual effects of lighting and video .

