

NEWS RELEASE

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Creating an Oasis in the City for Universal Pictures' *The Kingdom* Feature Film Post-Premiere Party

*ELS uses brush and palette of light
to set the tone for desert-themed post-screening gala*

Los Angeles, CA – Taking VIP partygoers across space and time, the post-screening gala for *The Kingdom* motion picture premiere placed revelers in an Arabian Nights' oasis setting, created using décor and lighting fit for Hollywood royalty.

Universal Pictures launched the release of its major motion picture, *The Kingdom*, with a premiere and post-screening party at the Hammer Museum in Los Angeles. *The Kingdom* tells the thrilling tale of a secret FBI team sent to Saudi Arabia to nab the madman bomber responsible for killing US citizens in Riyadh – before he kills again. Set against the mysterious backdrop of the Middle East, the film spins a story as shifting and captivating as the desert sands – a theme perfectly captured in the post-premiere party.

Universal Pictures turned to Entertainment Lighting Services of Sun Valley, CA, one of the nation's leading live event lighting and production services companies, to produce the post-premiere VIP party for cast, crew and invited guests. ELS tapped David Flad for the lighting design, based on desert oasis theme renderings provided by Angel City Designs.

The lighting design centered on three main elements: jewel-like color tones, layering effects to create a sense of space, and incorporating the existing foliage to underscore the feeling of being in a desert oasis.

“The jewel-tone light colors – rose, lavender, emerald, amber, aquamarine – were essential in creating the feeling of opulence and elegance. Using soft colors also helped

in creating layers of light of varying intensity to highlight certain spaces within the venue,” David noted.

His canvas was the courtyards of The Hammer Museum, gateway to the UCLA campus in the Westwood Village area of Los Angeles, and home to several art collections including The Armand Hammer Collection of Old Master, Impressionist, and Post-Impressionist paintings; The Armand Hammer Daumier and Contemporaries Collection; and UCLA’s Grunwald Center for the Graphic Arts.

Surrounded by the museum’s galleries, The Hammer’s outdoor courtyard with its verdant foliage is a stunning location for dinners and receptions – the perfect setting for an exotic, bejeweled desert evening.

The lighting scheme called for lighting on three levels, including the main floor, the gallery balconies, and the roof of the building. The front courtyard trees, which David lit both from above and below, worked as a canopy to filter light through to the party level, resulting in a moonlight effect washing over the partygoers.

“The facility itself was a bit of a challenge,” he added. “Since it is a museum, there were certain restrictions on where we could place our light sources. And, since the museum is a modern structure, we were dealing with a lot of white stucco walls, glass and metal – a bit sterile. But with the right brushes and the right palette, we were able to paint these with light and fold them into the scene we were creating.”

The result was a lighting design that complemented the architecture of The Hammer Museum and incorporated the foliage of the museum’s courtyard. Even the elegant bedouin-style tents where partygoers could lounge during the event reflected the soft, candle-like glow of David’s lighting design. The buffet service and beverage bars, too, floated in a colored sea of light, drawing guests to these key reception areas like desert inhabitants to the cool waters of an oasis.

ELS deployed 150 lights for this project including Source Four PARS, ellipsoidals, and 15 six-foot ColorBlaze LED strips. The ELS team moved in at 6 a.m. the day of the event to begin the set-up. As cable was laid, lights were hung and power supplied, David completed the color change and color mixing programming on site. This ability to quickly set-up, stage and strike a special event of this scale resulted in minimal

impact on The Hammer venue and its primary function of hosting museum visitors. All was ready to go by party-time that evening.

For one night, Westwood could boast an oasis worthy of *The Kingdom*.

About Entertainment Lighting Services

Established in 1991, ELS is one of the country's leading suppliers of lighting and staging products, providing the most technologically advanced lighting equipment for rental and sales, as well as a full range of production services. ELS serves the entertainment industry, corporate customers, event planners, themed locations and theater professionals.

For more information please visit the Entertainment Lighting Services Web site at www.elslights.com.

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