



NOVAS CENTRE

Client: Stage Electrics
Location: Novas Contemporary Urban Centre, Liverpool City Centre

Delivery: **Delivered to client within 48hrs as requested**

Project: **Atmosferik** were commissioned to capture the ambiance of the £600k lighting systems within the new Novas CUC. The new lighting systems were installed by our Client, audio visual and special effects company, Stage Electrics.

Our brief was to photograph this new arts venue in two stages, when empty – focusing purely on the lighting and its effects and also during live performances. The purpose of the photos were for use in:

- Case Studies
- Stage Electrics' new website
- Trade Press and other relevant publications

Whilst empty the photography shoot included light sequences on the stage and around the venue e.g. auditorium walls and bar area, projection systems, video systems, technical communications systems. To celebrate the opening of the Novas Centre, the famous Brouhaha Festival provided special performances. Various musical, drama and dance acts took place on the stage displaying how the lighting and special effects take shape during a live show. The photos were dramatic and high impact to give the desired effect. The photographs captured the drama on stage, the vibrant lighting, the actor's movements and poise to stimulate a live 'snap shot' in time. The photographs depict the venue at its very best to attract future acts to make use of the centre's extensive facilities.

Technicalities: **Tom Ely** was the photographer assigned to this project and his vast photographic skill was utilised to capture the best possible shots, under creative and some unusual lighting situations. Here are some technical points considered during the shoot and detailed editing process –

- **Tom** was looking for suitable shots deemed of a high enough standard to display the staged lighting at its very best.
- Shots were taken in quick bursts of 2 or 3 to capture the special effects of the lighting displays. Any shots not deemed a high enough standard were re-shot to perfection.
- During live performances timing is essential to maximise the movement of subjects under a wide variety of lighting effects.
- The use of the correct exposures is essential for crystal clear images.
- If flash is required to capture the correct shot, the camera power is minimised so not to falsify the image and lose the dramatic effects of lighting arrangements.
- Varied ISO sensitivity of the camera used, especially in low light situations.
- Noise reduction filters used during editing process to eliminate any grain and maximise clarity of each photo.
- White balance manually optimised for each image.
- Composition of each photo optimised, during shooting and then reanalysed to perfection during editing.

Client Feedback: **Michaela Harvey, Marketing Manager at Stage Electrics** awarded **Atmosferik 'Photographer for the North'** as a result of the success of the Novas CUC shoot.