

## Kliendi soov:

Pakkuda külalistele sündmust, mis nihutab sõna "pidu" piire! Luua võlumaaailm täis üllatusi, mille detailitäpsus paneb ahhetama. Kaasata loo jutustamisse NOBE (aja) lugu ja sellega seotud isikud, esinejad, olulised hetked. Avardada piire ja tuletada meelde, et kõik on võimalik!

## Teekond:

Lõime loovtiimiga kontseptsiooni, arvestades kliendi detailitundlikkust ja samal ajal hullumeelselt ägedat avarust. Kaasasime tehniliseks partneriks Open Topi meeskonna. Eesti Burning Man'i kogukonna ehk Traveling Hedgehogi tiimi.

Suureks väljakutseks oli **1500le** külalisele toiduala disainimine - et jaguks nii elegantsi, kui ka kureeritud eklektilisust. Kaasasime Eesti parimad master chef'id ja toidukunstnikud, suured meistrid ja pisikesed tegijad, kel võimekus tuua loodusest maitseid, mis restoranidesse kunagi ei jõuagi.

Peo toimumise asukoht oli puhas lõuend, mille detailitäpsusega mitmesajaliikmelised tiimid elule aitasid. Olulisel kohal maailmatasemel artistidele maksimaalne rideri täitmine. Peaartisti 37 leheküljeline rider pani kohalikud tehnikud olukorda, kus lisa telliti erinevatest riikidest.

# NOBE 23



## Tulemus:

Krulli Masinatšehhi 3 löövi ehk **3000** ruutmeetrit täideti seitsme lava ja alaga, kus külalised leidsid seiklusteks ja "ära eksimiseks" piisavalt erilimelisi ruume ja kogemusi.

Lugu hakkas lahti rulluma juba siis, kui inimesed sündmuskohale lähenesid. NOBE tunkedes võtsid külalisi vastu sõbralikud tervitajad, jagasid naeratama panevaid spetsiaalselt disainitud Betoonikese komme ning juhatasid külalised garderoobideni. Saabudes sammusid külalised läbi üleelusuuruse installatsiooni, mille valmistas kunstnik Lukas Kühne, kelle betoonist heliskulptuure on NOBE ehitanud maailma eri paikadesse. Sellise tundlikkusega oli terve öhtu täis pikitud artiste ja esinejaid, kel NOBE ajaloos oluline roll.

Lavadel astusid üles 90ndate räpivirtuuos Bomfunk MC-s, Florian Wahl spetsiaalselt NOBE jaoks ülesehitatud kavaga, Sander Mölder, Daniel Viinalass bändiga, Zetod, Jevgeni Gripi tantsutrupp, rahvatantsuansambel Kuljus, viiulivirtuuos Seth Schwartz, Nublu, Tripolism ja mitmed teised kohalikud DJ-d.

Ent pidu ei tähendanud ainult tantsusaale - läbipaistvasse furgoonautosse ehitati teetseremoonia ala, lõõtsaga buss muudeti diskoteegiks, retro autobuss kaasaegseks biidimasinaks, kusiga külaline sai taustaks laulda ning ise artistiks kehastuda. Toidualale ehitati lavaks elutuba, kus esinesid LIVE-artistid, buduaarist said külalised endale valida rõivaid ja aksessuaare päriks, et end peo ägenedes julgemalt stiliseerida. Lisaks sala ustest avanevad high-end kokteilibaarid või zen-ala, kus massöörid lõõgastust pakkusid. Al-tausta said endale valida suurejoonelises fotonurgas ning külaliste seas tegid üllatusi mustkunstnikud ja teised karakterid, kes tuju üleval hoidsid.

Lavadel olid kasutusel L 'Acoustics helisüsteemid, pealaval kõige uuem L2 ja L2D seeria. Sündmuse valguskujunduse loomiseks kasutasime 799 valgustit. Kogu alale oli paigutatud kokku 110m2 Led ekraane, kasutasime eriefekte(tuli, konfettid) ning trikimeistreid, kes aitasid turvaliselt läbi viia shownumbreid.

Artistide jaoks kujundasime backstage-linnaku eriootsarbelistest bussidest/veokitest/telkidest ning kogu sündmuse tehnilise teenindamise ja projekteerimisega oli seotud 68 tehnikut/abikätt/projektijuhti.

Aga mis olulisim: Kõik õnnestus! **Klient, külalised ja korraldajad olid õnnelikud!**



## Brief:

To offer guests an event that pushes the boundaries of the word "party"! To create a magical world full of surprises, where attention to detail leaves people breathless. To weave NOBE's (hi)story and related people, performers, and significant moments into the narrative. To expand boundaries and remind everyone that anything is possible!

## Journey:

We developed a concept with the creative team, considering the client's attention to detail while maintaining an insanely cool openness. We brought in Open Top's team as technical partners, as well as the Traveling Hedgehog team – Estonia's Burning Man community.

A major challenge was designing the food area for **1,500** guests – ensuring both elegance and curated eclecticism. We engaged Estonia's best master chefs and culinary artists, great masters and small-scale creators with the ability to bring flavors from nature that never make it to restaurants.

The event venue was a blank canvas, brought to life with meticulous detail by teams of several hundred people. Maximizing rider fulfillment for world-class artists was paramount. The headliner's 37-page rider put local technicians in a position where additional equipment had to be ordered from different countries.

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## Result:

Krulli Machine Hall's 3 bays – **8,000** square meters – were filled with seven stages and areas where guests found enough diverse spaces and experiences for adventures and "getting lost."

The story began unfolding as people approached the venue. At the NOBE tunnels, friendly greeters welcomed guests, distributed specially designed Betoonikese candies that brought smiles, and directed guests to the cloakrooms. Upon arrival, guests walked through a larger-than-life installation created by artist Lukas Kühne, whose concrete sound sculptures NOBE has built in various locations worldwide. This level of thoughtfulness pervaded the entire evening, featuring artists and performers who played important roles in NOBE's history.

The stages hosted 90s rap virtuoso Bomfunk MC's, Florian Wahl with a specially curated program for NOBE, Sander Mölder, Daniel Viinalass with his band, Zetod, Jevgeni Grib's dance troupe, folk dance ensemble Kuljus, violin virtuoso Seth Schwartz, Nublu, Tripolism, and several other local DJs.

But the party didn't mean just dance halls – a transparent cargo van was converted into a tea ceremony area, an accordion bus was transformed into a discotheque, a retro bus became a modern karaoke machine where every guest could sing and embody an artist. A living room was built as a stage in the food area featuring LIVE artists, a boudoir offered guests real clothing and accessories to choose from for bolder styling as the party heated up. Additionally, secret doors revealed high-end cocktail bars and a zen area where masseuses provided relaxation. Guests could create AI backgrounds in a magnificent photo corner, while magicians and other characters moved among the crowd keeping spirits high.

The stages utilized L'Acoustics sound systems, with the main stage featuring the latest L2 and L2D series. To create the event's lighting design, we used 799 lights. A total of 110m<sup>2</sup> of LED screens were installed throughout the venue, we employed special effects (fire, confetti), and stunt coordinators who helped safely execute show numbers. For the artists, we designed a backstage village from special-purpose buses/trucks/tents, and the entire event's technical service and project management involved 68 technicians/assistants/project managers. But most importantly: Everything succeeded! The client, guests, and organizers were happy!