

OBJECTIVE

To transform Estonia's largest corporate Christmas event into a cohesive staged production that unites a highly diverse audience into one uninterrupted experience over a single evening.

Rather than presenting individual concerts, the goal was to create a dramaturgical journey where content, space and technical solutions operate as one integrated system, enabling shows created specifically for Jõulugala 2025 at a scale unattainable for a conventional corporate event.

PRODUCTION CHALLENGE

The production challenge was to plan and deliver large-scale, multi-layered staged production that integrated artists, hosts, technical systems and audience into one continuous event flow. Responsibility extended beyond technical servicing to full ownership of structure, timing and real-time functionality.

In parallel, the production had to support multi-camera recording and post-production needs, requiring the event to function simultaneously for the live audience, broadcast direction and long-term content use.

SOLUTION

Jõulugala 2025 was designed as a single staged journey in which programme, spatial design and technical layers functioned as one system. The evening moved through carefully constructed emotional and visual peaks, allowing stage changes and technical transitions to occur discreetly while maintaining an uninterrupted audience experience.

All artist performances were created exclusively for Jõulugala 2025. Hosts were an active part of the staging, with scripted movement and dialogue precisely aligned with technical cues. Lighting, video, SFX and pyrotechnics were used as narrative tools rather than standalone effects. Over 200 costumes appeared on stage.

Preparation lasted nearly a year and included concept development, spatial design, technical planning and audiovisual production. The stage setup featured approximately 220 m² of LED screens, supported by arena-wide displays totaling nearly 20 million pixels. Over 550 lighting fixtures, an 80-speaker sound system and approximately 960 pre-programmed cues supported the live production.

Catering operations, involving over 100 service staff and 30 kitchen professionals, were fully synchronized with the staged show and live recording.



The result was a cohesive and emotionally impactful staged production experienced as a one-night mini-festival. Multiple custom-created shows formed a single narrative, supported by a scale and technical capability that allowed artists to perform in more ambitious formats than typical concert settings. Extensive audiovisual content extended the event's lifespan beyond one evening and reinforced its position as a carefully executed large-scale production. The production was rated 5/5 by attendees.

RESULT 5/5