



Event Lighting Design: Transforming Your Event Space

Event lighting design is a key element in creating memorable event experiences. Lighting makes the event more visually interesting and engaging. It can emphasize your organization's branding and support your event theme. It also allows the event to evolve and stay fresh from year to year. Your audiovisual production team can create a completely different atmosphere by changing color schemes, lighting angles, and intensity levels.

Transform Your Event with Creative Event Lighting Design

From an intimate feel to an energetic atmosphere, lighting has the unique ability to set the mood for your event. Choose a color palette that reflects the feel you want to evoke. Examples include bright colors for a tropical vibe, stark and bold for a modern twist, or cool tones for a subdued, elegant atmosphere. By using different lighting techniques and colors, your event space can be transformed. You'll set the tone for the event from the moment your guests arrive.

Programmed Lighting Guides the Flow of the Event

Intentional lighting will lead guests from one area of the venue to another and also guide guests through the program of the event. Changing the brightness and color of the lighting and adding movement during different elements of the program will keep your guests focused and engaged on your speakers and on your message.

Create an Immersive Experience

Advanced lighting techniques, such as scenic design amplified with video and projection mapping, can create an immersive experience that transports your guests during an event.



A different color palette completely changes the feel of the same event space. (Top: Governor Ballroom, Sentinel Hotel, Portland OR; Lower: Miller Hall, World Forestry Center, Portland OR)



Creative event lighting design can include uplights, moving lights, and projected gobos on the walls, ceilings, tables, and floor.

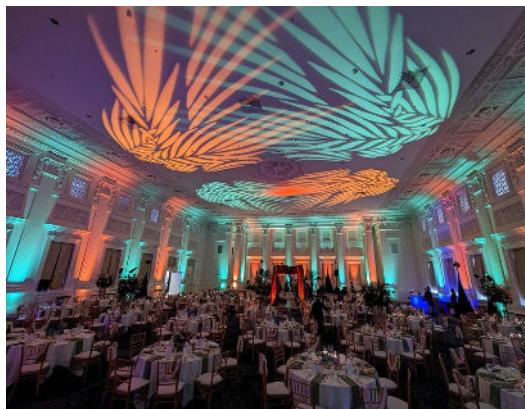


The Power of Focused Event Lighting

You can enhance your event theme through creative lighting. Are you having a casino night? Maybe going back to the '80s? Celebrating an undersea experience? Lighting will enhance your theme and bring additional attention to carefully selected event decor.

Proper lighting will also highlight key features of your event space, including architectural details, statement art or custom decor. When an event space is empty, the details stand out on their own. During the event, when activity is occurring throughout the space, thoughtful lighting is necessary to help guests notice all the details that make the venue unique.

Event lighting design can have a significant impact on an event's look and feel. Your attendees are less likely to feel they are attending the same event over and over again when your event venue is transformed with different lighting designs.



Lighting can enhance event themes, including a Halloween Ball (top left) and an 80's neon night (top right), tropical (lower left) and sustainable forests (lower right)