

Whitesnake

UK Tour, London



In 2013, Bluman Associates were invited to tour with Whitesnake, providing video projection and content for their UK tour. After forming a strong connection with the band and crew, Bluman were invited back in 2015 to create more iconic video content for the bands new Purple Album tour; a tribute to Deep Purple.

Providing full video technical production for the 2013 tour, all content was designed in house. A 40ft by 20ft backdrop was the canvas for the projection. This also cleverly hid the video wall set up, that co-headliner and fellow rock legends Journey were using for their set, making the quick turn-around between acts possible through a simple reveal.

Using three Barco 40K projectors to create the backdrop, operated by projectionist Andy Joyes, whose previous accolades have included Head of Projection for the Olympic Opening Ceremony.

Gideon Hogan, Tour Manager for Whitesnake explained:

"With 2013 being the year of the snake and representing a huge landmark in the history of the band, and Whitesnake celebrating 35 years, we wanted to embrace new technologies and do something that has never been done before on a Whitesnake tour. As it was the first time Whitesnake had done

projections it was important that we had someone who was able to hold our hand and walk us through each part of the process and the spectrum of possibilities that were available to us.'

Integrating artwork and album covers from the past, the challenge for Bluman was to embrace the traditional backdrop image, utilizing modern technology and live camera relay. The shows were a huge success, and maintained the bands original style.

Fast forward to 2015 and the Purple Tour: Bluman Associates were commissioned again to create world class content, but this time with an unusual challenge.

The Purple Album is a tribute to Deep Purple, David Coverdale's previous band. In 1974, the band released the iconic album Burn – of which the album cover featured 5 candles, a bespoke effigy of each band member. In 2015, Bluman Associates located the very company that created the original candles and commissioned a new version of David Coverdale for the Purple tour video content.

Band: Whitesnake

Tour Manager: Gideon Hogan

Role: 2013 Tour – Full video technical production and content production –

