

Case Study

Coco: Live at the Hollywood Bowl

Type of Event: Live Music / Live Film

Project scope

In November 2019, Disney/Pixar and the Hollywood Bowl teamed up to deliver an unforgettable evening of live-to-film concert alchemy. Building on the relationship that was forged in 2018 with the 100th anniversary of the Los Angeles Philharmonic, Appix was approached to once again bring the magic of Appix Luminaire to the audience, as Disney and Pixar's *Coco* was brought to life on stage for the first time. *Coco Live in Concert* at the Hollywood Bowl transformed the legendary venue into the Land of the Dead, with Appix lighting an audience of 18,000.

Our approach

Working closely with Disney/Pixar and other key players, including the creative team projection mapping the bowl, the APPIX Live suite deployed an end-to-end production solution that was timed to the symphonic-visual presentation. Brilliantly emotive colours from phone displays, including time-synced phone flash, lit up the bowl.

In addition to the luminaire features of APPIX Live, APPIX provided full creative and marketing support that helped drive optimal engagement. Working closely with the production team on messaging for social media, email campaigns, and in-venue calls to action, every bridge was crossed to increase usership.

In addition, to ensure the entire audience was able to participate in each special moment, APPIX provided an on-the-ground ambassador team located at each entrance and throughout the bowl to encourage attendees to download the app, and address any questions they may have.

