



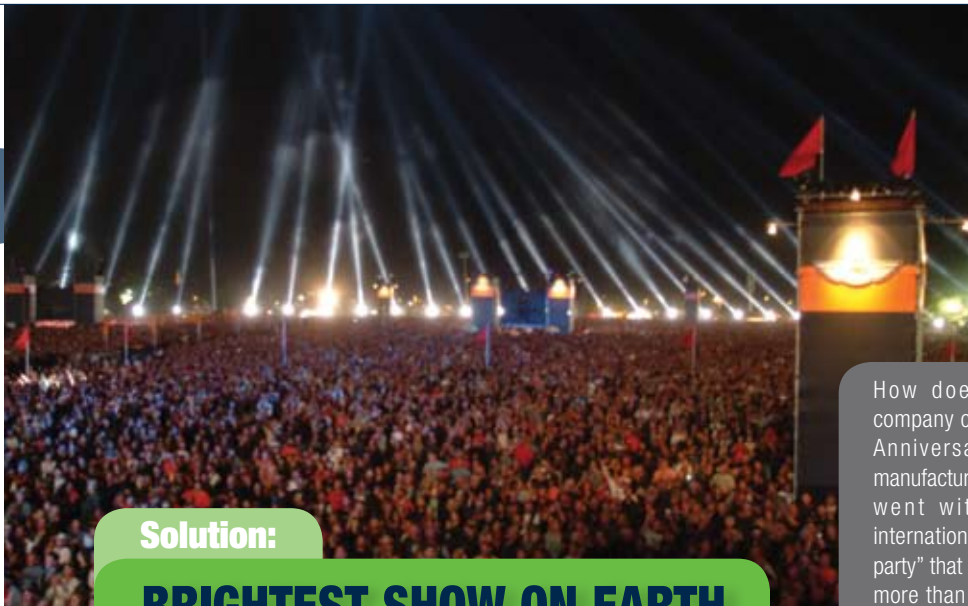
# CASESTUDY

## Application:

### HARLEY DAVIDSON CELEBRATION

The technically ambitious concept for the finale of Harley-Davidson's "biggest birthday on the planet": the most intense and technically sophisticated light show anyone had ever seen. Festival Productions would encircle 150,000 revved-up Harley concertgoers with a canopy of 100 DMX-controlled 7,000-watt intelligent lights, a light show on a scale so large and difficult that it had only been attempted once before, in Budapest.

Delay towers would be employed to carry sound out through the crowd. Plus, the concert would feature the largest digital projection ever done. Lights, music and digital production would all need reliable portable power as shore power was very limited.



## Solution:

### BRIGHTEST SHOW ON EARTH

Kohler Rental brought in over 5500 kilowatts of generator power, but that was the easy part. The client wanted a setup that would be transparent and would allow the 150,000 concertgoers to walk through the ring of 100 lights and surround the 14 sound delay towers. Working from a Kohler Rental design, technicians buried everything — 50,000 feet of cable, including 6,000 feet of trenching with power and DMX cables buried at two levels to eliminate interference. A Kohler Rental generator was placed in the base of each tower, with isolation transformers used to clean power for sound.



How does a legendary company celebrate its 100th Anniversary? Motorcycle manufacturer Harley-Davidson went with a year-long international "rolling birthday party" that ultimately funneled more than a million riders to a final two-week bash at four huge venues in metropolitan Milwaukee, the company's headquarters city.

## Customer:

### FESTIVAL PRODUCTIONS, INC.

Milwaukee-based Festival Productions kicked off the celebration with the first of 14 massive, daily parties at "Harley Central" at Milwaukee's State Fair Park. Next up was a simultaneous 10-day Reunion Bash — including a Ted Nugent concert for a few hundred thousand Harley enthusiasts. And Festival Productions also produced a multi-media Harley story. Everything was powered — and cooled — by Kohler.

## RESULT

"We chose Kohler Rental for three reasons," says Ralph Garrity, site producer—Festival Productions. "A fair price, their trusted name, and, most importantly, their talented technicians. They're unbelievably good and creative, and they have a solid entertainment background. Yes, we did need reliable generators and cabling, but all things considered, the decisions to go with Kohler had more to do with the personnel than the equipment. For that final light show and concert on the lakefront, they had tests completed at 4 AM the night before the show, with all one hundred 7,000-watt searchlights up and running. It was magical."

## THE JOB

- 5523 kW of power
- 100 DMX lights powered
- 50,000 feet of cable
- 450 cable ramps
- 65 distribution boxes
- 750 man-hours on site