

Feeding the Fish: Best Choreographed Event Lighting Specialists 2019

Designed to be distinctive and offer a talking point for any event, Feeding the Fish specialises in tailor-made choreographed LED shows, created using cutting-edge technology. As these performances have driven companies, brands and events to global renown, it is no surprise that the firm was honoured in this year's Hospitality Awards. We profile the company to gain an insight into how far it has come since it first began over two decades ago.



Created in 1996 by a group of programmers, circus performers, dancers and technicians, Feeding the Fish draws on its team's love of creating mind-bending on-stage effects with light and choreography.

In 2006 the firm invented and patented Pixel-Poi®, which are LED batons that display logos and words through a 'persistence of vision' effect. Building upon this unique idea, the team have since designed and built Pixel Video Suits®, LED costumes that can display moving graphics. Feeding the Fish have even produced 6 sparkling LED drift cars that were featured in both Top Gear Live and Fast and Furious Live.

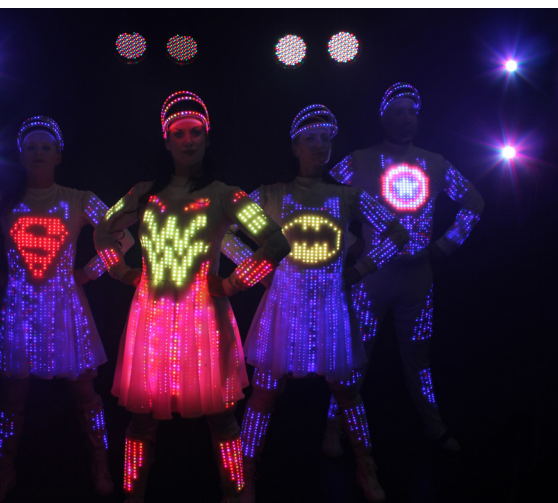
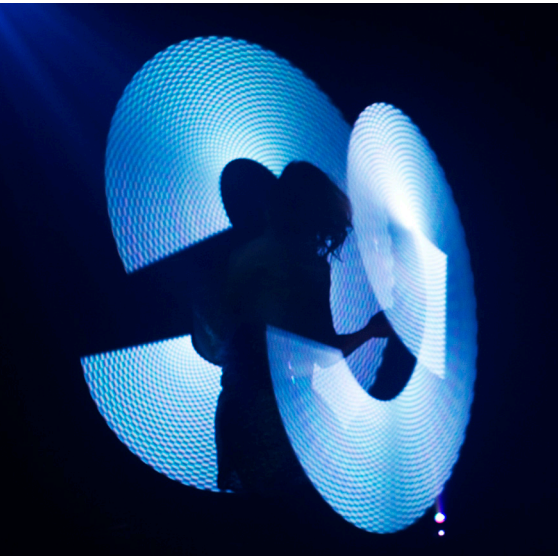
As a result, Feeding the Fish's LED creations can now be used to showcase any brand, product or vision to its very best potential.

Over the years, thanks to this passion for creativity and the unique experience it is able to offer, the firm has flourished. Today, Feeding the Fish works with some of the top production companies and directors in Europe as well as worldwide, delivering on their vision, whether for the closing of the 2012 Paralympic Games Ceremony, the MTV awards, with Cirque du Soleil or at London's Café de Paris.

Whilst the company is renowned for its large, show-stopping performances, it is also able to deliver stunning lighting shows for a range of private functions. From intimate birthday celebrations to lavish international parties, every show Feeding the Fish performs is guaranteed to be completely unique.

Each performance the team creates is bespoke and designed with the client in mind. From the start of every project, the firm's diverse team work with the event planner or show director to craft a show that will achieve their aims. They collaborate with them to understand their needs and produce a show by choreographing the lights, the dancers and the client's wishes into a perfectly synchronised composition. By displaying logos, names or images through intelligent LED programming, Feeding the Fish can curate a completely original performance, allowing audiences to celebrate their special occasion as part of the show.

Shows can include as much or as little customisation as the client requires and are uniquely tailored to fit their venue, event and specific tastes. Alongside their stunning lights, Feeding the Fish also work with



some of the best dancers and performers to ensure a world class show. The resulting performances are always to the satisfaction of guests and hosts alike, creating a childlike sense of wonder that lingers long after the performance has ended.

Recently, Feeding the Fish has been working on some exciting projects, including a collaboration with a fantastic London based video company creating shows where effects can slide from a video screen onto the Pixel Video Suits®, scroll across the suits and then glide back onto the video screen. Together the two companies are working on a show that takes the audience on a journey through the history of dance since the 1960s. They have had great fun with Geri Halliwell's Union Jack dress jumping from the screens onto the dancers' LED dresses and there will be many more exciting developments to come for this unique performance.

Alongside LED shows, the firm is also committed to enhancing its service offering and expanding into new markets in line with the needs of its clients. Working to be ahead of emerging market developments, Feeding the Fish has recently developed an exciting Light Painting Photo Booth. Guests step inside and strike a pose, and the team then paint light around them with the company's patented LED Pixel-Poi®. Once this is done, the flash goes off and the guests can take away their unique Light Painting photo. The

shot can also include personal messages like Happy Birthday, 50th Anniversary or even company logos. A printed photo is a great souvenir from any event, and the team have noticed that emailed photos get shared within seconds. It's the perfect solution for today's social media savvy audience.

Overall, it is projects and innovations like these that have driven Feeding the Fish to the international acclaim it enjoys today, moving forward the firm will continue to undertake new and exciting shows to expand its already impressive success in the future. LEDs will have a bright future ahead as new applications are unearthed and Feeding the Fish aims to be at the forefront of these new developments, in order to craft the best and most personal experience for its clients.

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