

EDGE!IGHT!



A CASE STUDY

48 HOURS TO OPENING NIGHT:

When "Impossible" Becomes
the Deadline



48 HOURS TO OPENING NIGHT

Most productions spend months refining every detail before opening night.

This one changed its mind two days before the first show.

Just 48 hours before the opening performance of a major stadium tour, the production team decided they wanted the entire VIP C-stage (roughly the size of a football end zone) outlined in continuous neon lighting. It was a dramatic visual upgrade, but one with almost no time left to execute.

The Edgelight team at Go Live Productions got the call Wednesday evening. By Friday, our team was installing the finished solution inside the stadium.

THE CHALLENGE

Forty-eight hours before opening night, the production team behind a major stadium tour wanted to completely transform its VIP C-stage—wrapping the entire perimeter in a continuous neon glow.

It wasn't a request for "more lighting."

It was a request for a very specific visual effect.

The team knew traditional fixtures wouldn't create the seamless look they envisioned, on the c-stage railing nearly the size of a football end zone. They needed a solution that could deliver clean, continuous lines of light while standing up to the demands of a touring production.



That's why they called it Edgelight.

Born from years of solving real-world production challenges, Go Live's proprietary Edgelight system was purpose-built for moments like this—creating custom-looking illuminated stage elements that install quickly, adapt to virtually any layout, and withstand the realities of live events.

There was just one problem. The request came only 48 hours before the first show.

The client recommended us as having the right solution on hand or the capabilities to build one. But the team still had to design the application, fabricate the components, coordinate overnight logistics, and install everything on-site before doors opened.

THE SOLUTION

Within hours, Edgelight's team gathered around the table to engineer an entirely new approach.

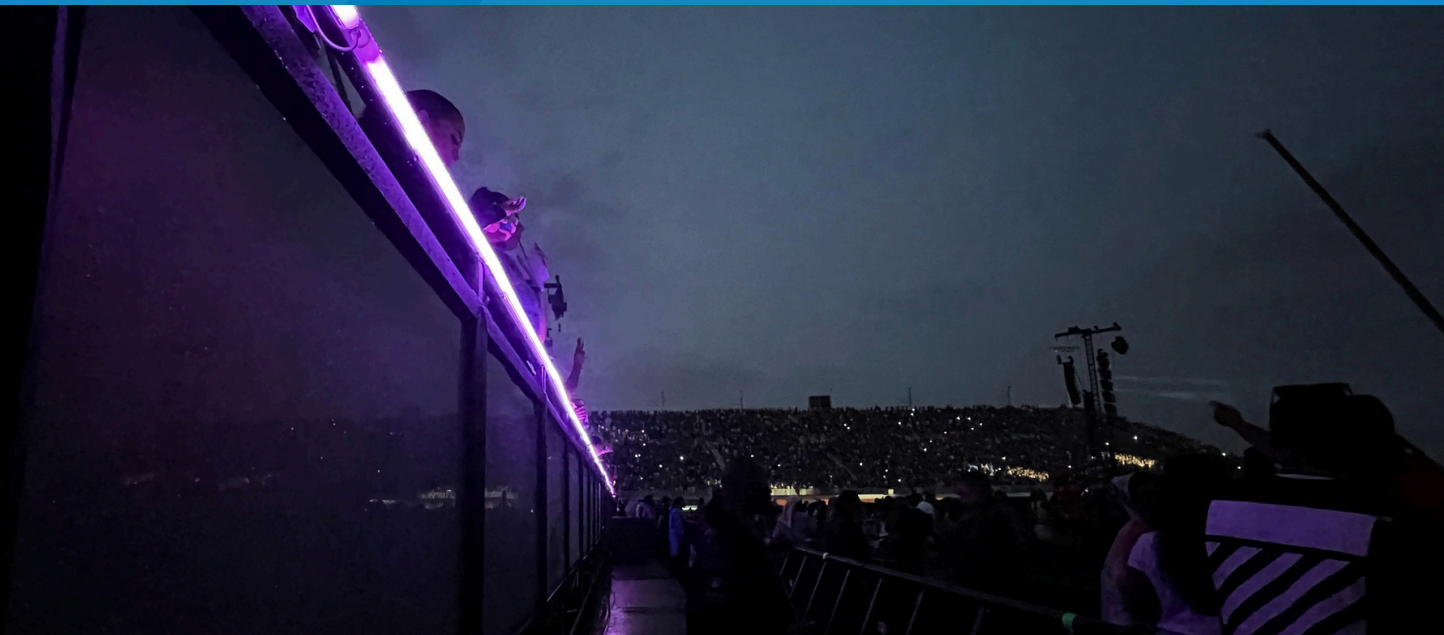
While one team member prepared pricing, another sourced specialty soldering solutions. Others developed a deployment method, coordinated freight and travel logistics, fabricated custom components, and assembled a field crew.



Within 24 hours:

- Custom lighting materials had been purchased.
- Components were shipped via overnight air cargo.
- Crew members were on flights.
- Fabrication continued on-site inside the stadium.

Working from early morning until after midnight, the crew soldered, assembled, tested, and installed the system in time for the first performance.



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THE RESULT

The installation was completed in time for opening night, utilizing custom-modified acrylic pieces attached to the railing. This addition kept the product straight, polished the visual appearance, and simplified the load-out process.

The touring production immediately began discussing additional opportunities to expand the concept into other stage areas.

Like many successful innovations in live production, the first installation also revealed ways to make the solution even better. Edgelight continued refining the design as the tour progressed, improving both deployment and appearance for future stops.

What began as an emergency request evolved into an ongoing collaboration.

“

*Scott, your guys pulled off the impossible.
I am officially impressed. We should discuss next steps.
Thank you.*

– Justin Collie
Nimblist

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WHY IT MATTERS

Live events rarely go exactly according to plan...

Schedules change.

Creative direction evolves.

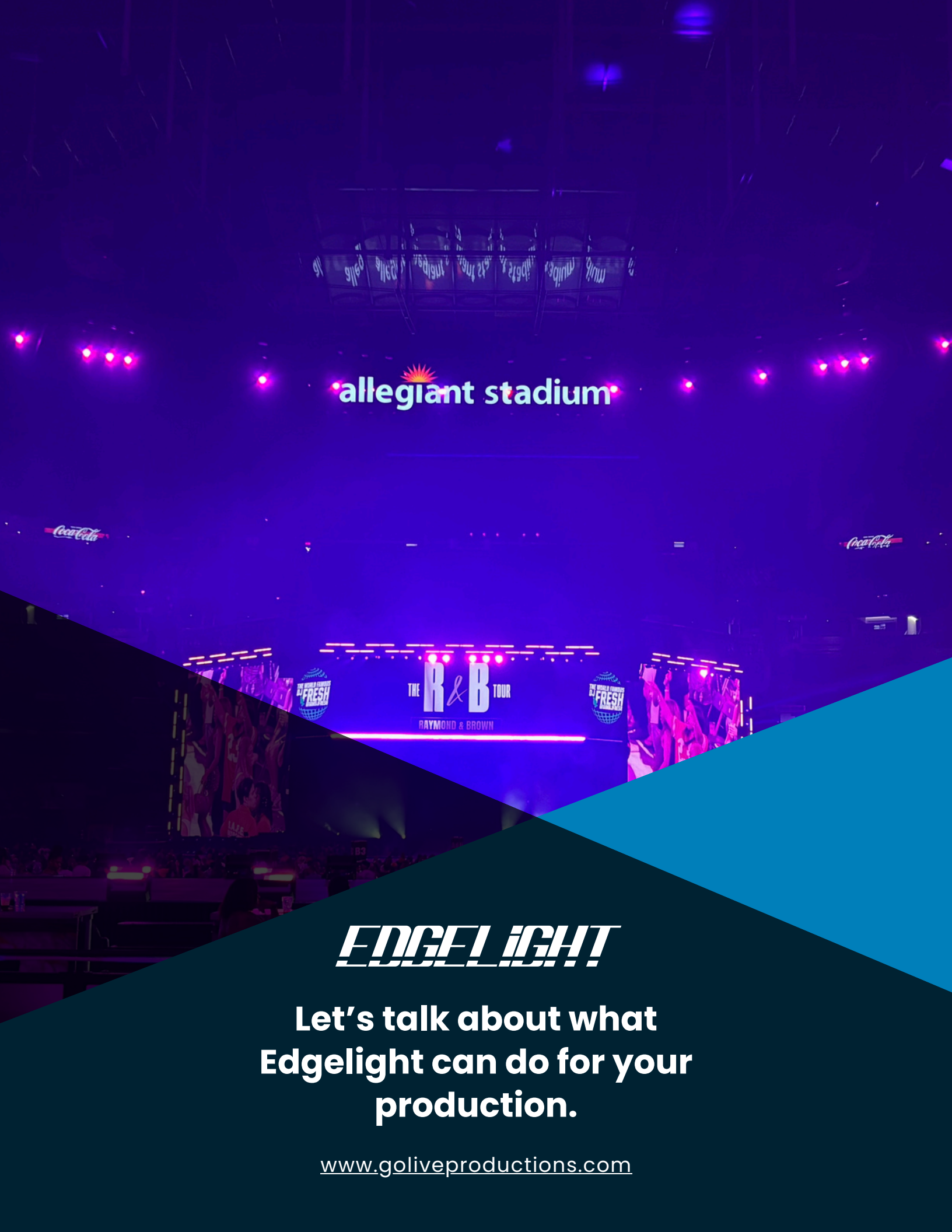
New ideas emerge long after production timelines have closed.

The difference isn't whether challenges arise. It's whether you have the right partner—and the right system—to solve them without compromising opening night.

Edgelight was built for moments like these. Backed by a team that understands the realities of live production, it's more than a lighting product. It's a flexible solution designed to help production teams achieve ambitious creative visions, even when timelines are anything but ideal.

When the pressure is on, Edgelight doesn't just provide the technology. It provides the experience, ingenuity, and support to help make the show happen.



A wide-angle shot of the interior of Allegiant Stadium at night. The stadium is filled with spectators. The stage is illuminated with bright blue and purple lights. A large screen in the center of the stage displays the text "THE R & B TOUR" and "RAYMOND & BROWN". Two large side screens show a performance. The "allegiant stadium" logo is visible on the upper level of the stadium.

allegiant stadium

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**Let's talk about what
Edgelight can do for your
production.**

www.goliveproductions.com