

# Odyssey of Peace

11/9/2001

Illuminating Romania's largest multi-media event ever.



## PRODUCTS INVOLVED

MAC 600™ , MAC 2000 Profile II™

## PROJECT DESCRIPTION

*Communication can only exist in times of peace.*

That was the concept laid out by event organizers Graffiti/BBDO and PROSPERO, along with telecom clients Cosmorom, Romtlecom and OTE International for Odyssey of Peace, a multi-media event celebrating the merger of the Romanian communications market.

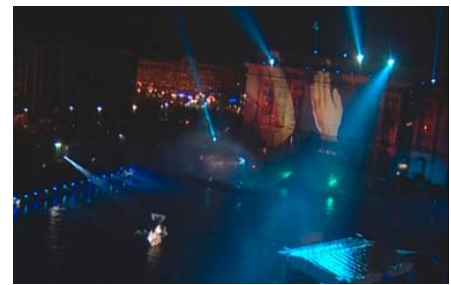
The event's peaceful message was developed with the world of telecommunications as a starting point. Artistic inspiration was supplied by Serbian Emir Kusturica, a man sensitive to the stupidity of guns and violence that has marked the Balkan region in the past decade.

Odyssey of Peace took place on June 6, 2001 in the center of Bucharest, the largest multi-media show ever produced in Romania, and one of the largest ever in the Balkan region. Consequently, the event placed great demands on lighting and sound suppliers in Romania, from both a creative aspect and in terms of the sheer amount of equipment used.

Martin's Romanian distributor Stage Expert supplied 130 MAC 500/600s and 32 MAC 250/300s with 42 MAC 2000s delivered by ProCon of Germany. Two years of planning and ten days of set-up involved groups of specialists from all over Romania, Israel, Greece, Serbia and Germany, who worked together as one team.

Over 100,000 spectators gathered on the riverside to witness performances by The Natural Soft Killers, No Smoking Band and Greek pop-star Anna Vissi, with millions watching on TV screens from home.

## GALLERY



## INFORMATION

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