



CASESTUDY

Application: BONNAROO

The challenge is daunting: provide the needed infrastructure to transform a 700-acre rural Tennessee farm with no onsite permanent power into a venue for a three-day rock festival for 80,000 guests.

“You’re virtually starting from scratch in a field,” says site manager Steve Feener, “and you’re building up from there — roads, fence lines, water, entertainment stages, tents, administrative offices, a receiving compound, a catering tent, and a staff camp for 1,000 employees providing security, parking, cleanup and ticketing.”

RESULT

An event of this scale puts a premium on vendors who, as Feener puts it, “are interested in learning. There are a lot of vendors with great equipment and technical ability, too. What it really comes down to is how they serve you — and that’s the people.”

The power team in particular really has to know what they’re doing and they have to adapt. Throw a few thunderstorms into the festival and how the power team reacts is critical.”

“It’s really an intricate job and it’s a marathon, too,” adds Rick Farman of Superfly Productions. “You need the right planning, the right equipment and the right people.”



Solution:

POWER FOR THE PEOPLE

Bonnaroo puts a premium on planning and experience. The first consideration is the remote location. If additional equipment is needed, trucking it in from Orlando takes about 20 hours. The solution: absolutely everything needs a backup or contingency plan. For the event itself, Bonnaroo is all-live, all-the-time before a well-behaved but naturally demanding crowd. If power is lost to a stage, it can turn into a bad situation very quickly. But Kohler Rental provides power to what, for three days, is a small city, complete with an onsite hospital and guest service “pods” with fresh water wells, showers and toilets for campers. No interruptions. And Kohler is called back for the fifth year in 2008.



Customer:



SUPERFLY PRODUCTIONS

Co-produced by Superfly Productions of New York City and AC Entertainment of Knoxville, Tenn., the Bonnaroo Music & Arts Festival has been hailed among critics and fans for its peaceful vibe and progressive lineup. Bonnaroo is also known as everything Woodstock wasn’t, especially for its near-flawless logistics, an event that “revolutionized the modern rock festival,” says *The New York Times*.

The success of Bonnaroo has hatched Vegoose, a weekend of outdoor music on four stages in Las Vegas where — as with Bonnaroo — the bar for creating a great experience for concertgoers is set very high by Superfly Productions.

THE JOB

- 80 towable generators
- 46 HVAC units
- 3 Dual Pack™ trailers
- Miles of distribution/cable