

SPIKE LEE PRESENTS :
Prince's Born Day Purple Party







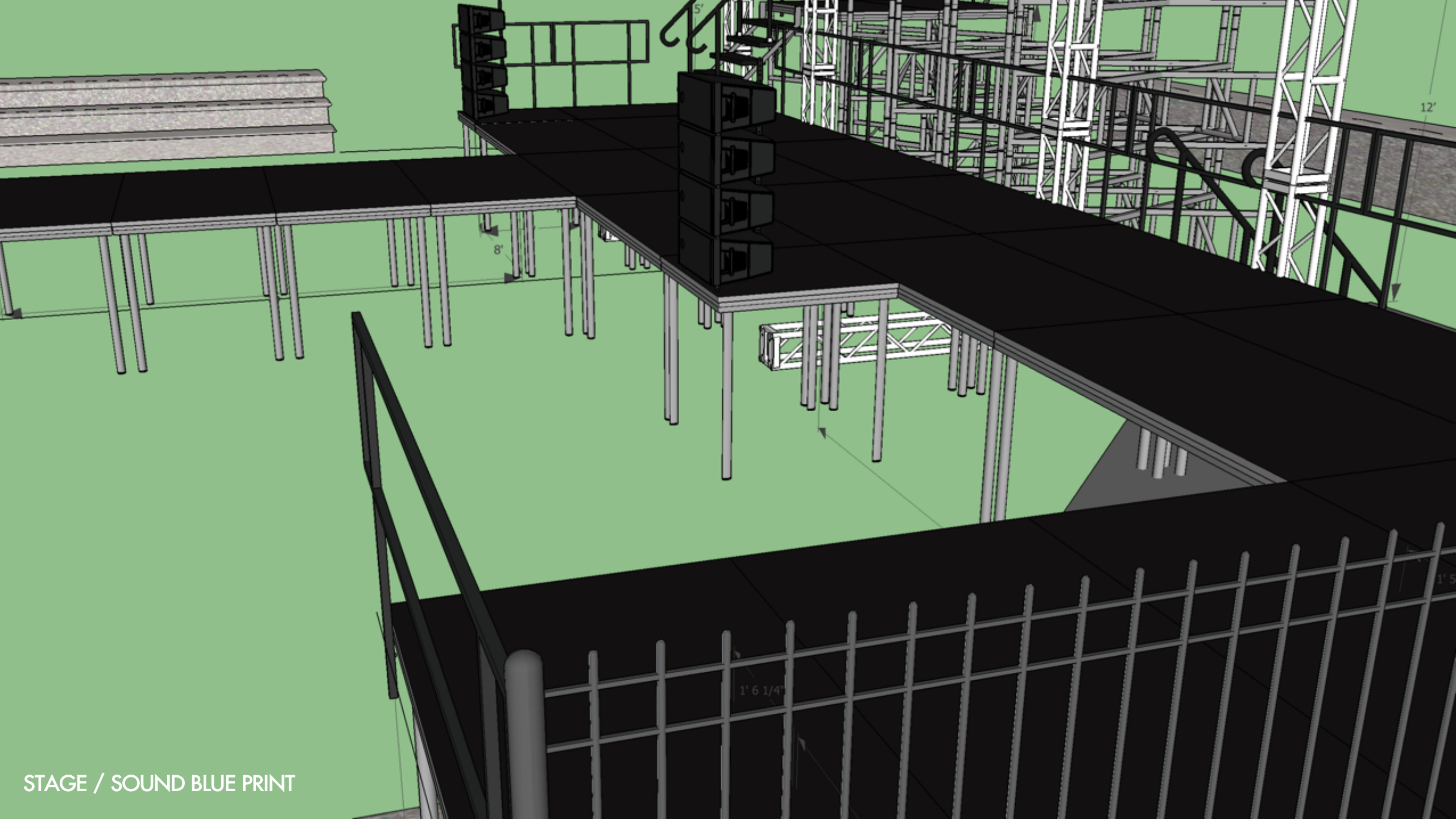
EVENT : Prince's Purple Born Day People Party

WHO : Spike Lee, Spotify, Prince Fans & the Brooklyn Community

DATE : Saturday, June 3rd, 2017

LOCATION : Bedford Stuyvesant Restoration Plaza

CHALLENGE : To design & install a high quality digital Line Array Sound System capable of shaking 10 Brooklyn blocks yet delivering crystal clear sound. In addition to the main PA, we set up a remote wireless PA to deliver mirrored audio in the courtyard.



STAGE / SOUND BLUE PRINT





For the second year in a row, Spike Lee has put together another successful purple party in celebration of Prince's born day.

Pulling hundreds of people, draped in purple, from the neighborhood and bringing them together for a day of nothing but Prince classics.

With an entire block in Brooklyn looking purple, it was hard not to catch everyone's eye. From the marching band playing a Prince tune to a giant mural being painted, to Spike singing with the crowd & keeping them hype, to the the purple flower décor, all details were thoroughly planned & executed to ensure a memorable celebration in honor of Prince.



A **DJUSA** PRODUCTION