



## CASE STUDY

# Jasmin Vardimon Company

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TECHNICAL INFRASTRUCTURE &  
PRODUCTION TECHNOLOGY  
SUPPLY & INSTALLATION

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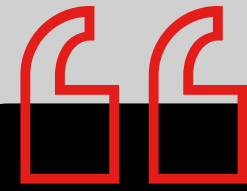




# Jasmin Vardimon

When designing a new building, the dream is to create spaces entirely fit for purpose, where no compromises are needed. No moving equipment between rooms, no extension leads are required. Everything is in the right place, and it just works!

Stage Electrics helped the Jasmin Vardimon Company realize that dream, playing a leading role in the design and construction of JV H.O.M.E.



Utilising the technology provided by Stage Electrics we can actively support the development of creative industry skills and knowledge in partnership with local authorities, schools and universities via placements, careers days and Knowledge Exchange.

The purpose-built facilities and attention to detail has been integral to the success of these activities and creating a hub of dance excellence in Kent. It has enabled us to maximise the impact of our delivery, nurturing aspiration and inspiration locally, nationally and internationally.

**Jasmin Vardimon MBE**  
Artistic Director  
Jasmin Vardimon Company





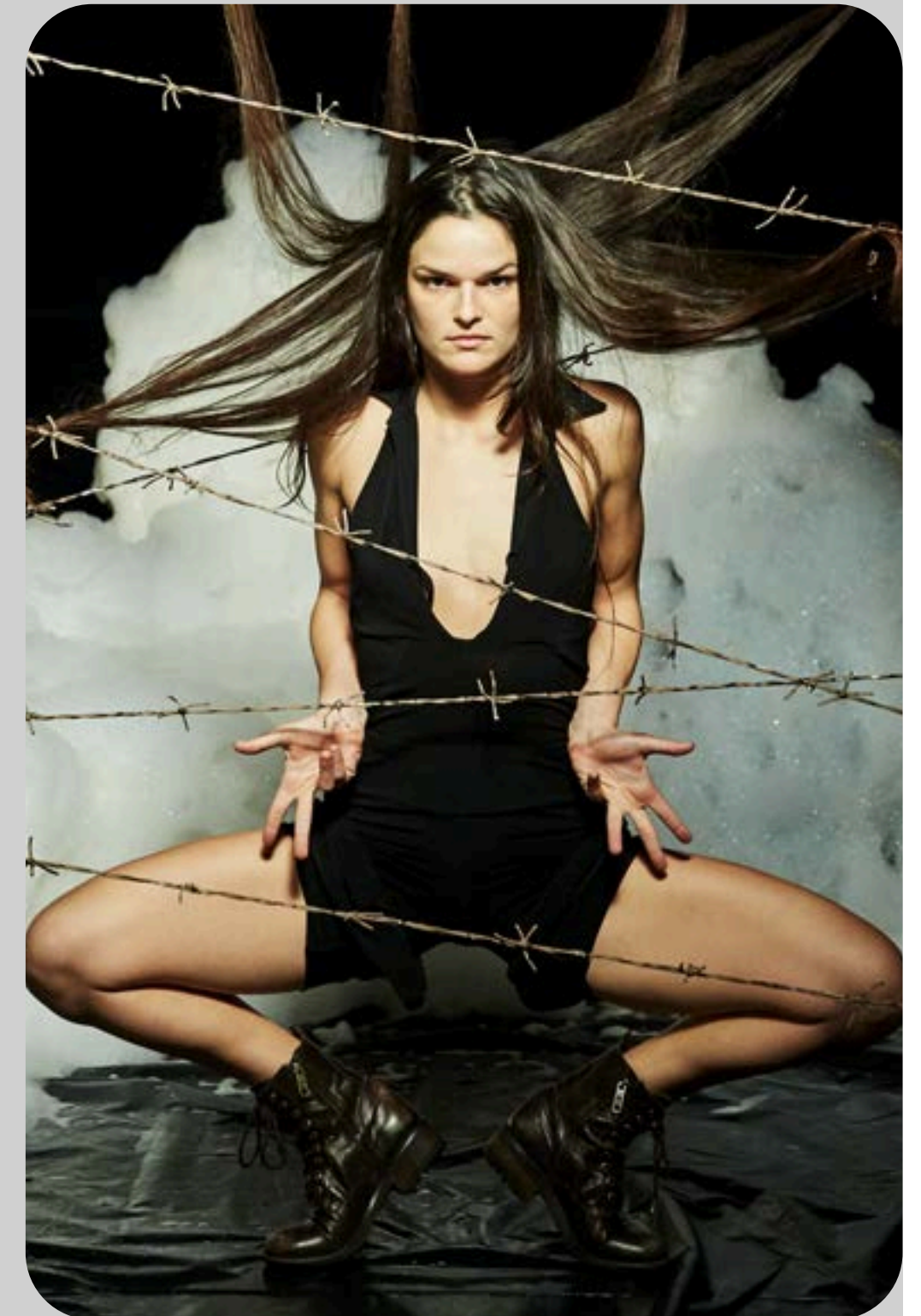


## THE CHALLENGE

Despite being 25 years old, the Jasmin Vardimon Company, a creative dance theatre company founded by choreographer Jasmin Vardimon MBE, didn't have a permanent home.

Having enjoyed a productive relationship with Stage Electrics for over 15 years, Jasmin Vardimon's Production Manager Andrew Steele recommended Stage Electrics as a specialist production technology subcontractor to the client and design team, an engagement that would eventually extend to being the systems integrator for WW Martin, the project's main contractor.

The brief was straightforward: 'Create a building capable of hosting a multiplicity of activities which can happen concurrently— enabling and inspiring creativity across multiple spaces within the same building.'





# THE SOLUTION

We joined the JV H.O.M.E project to provide specialist design services for lighting, stage engineering and audiovisual systems.

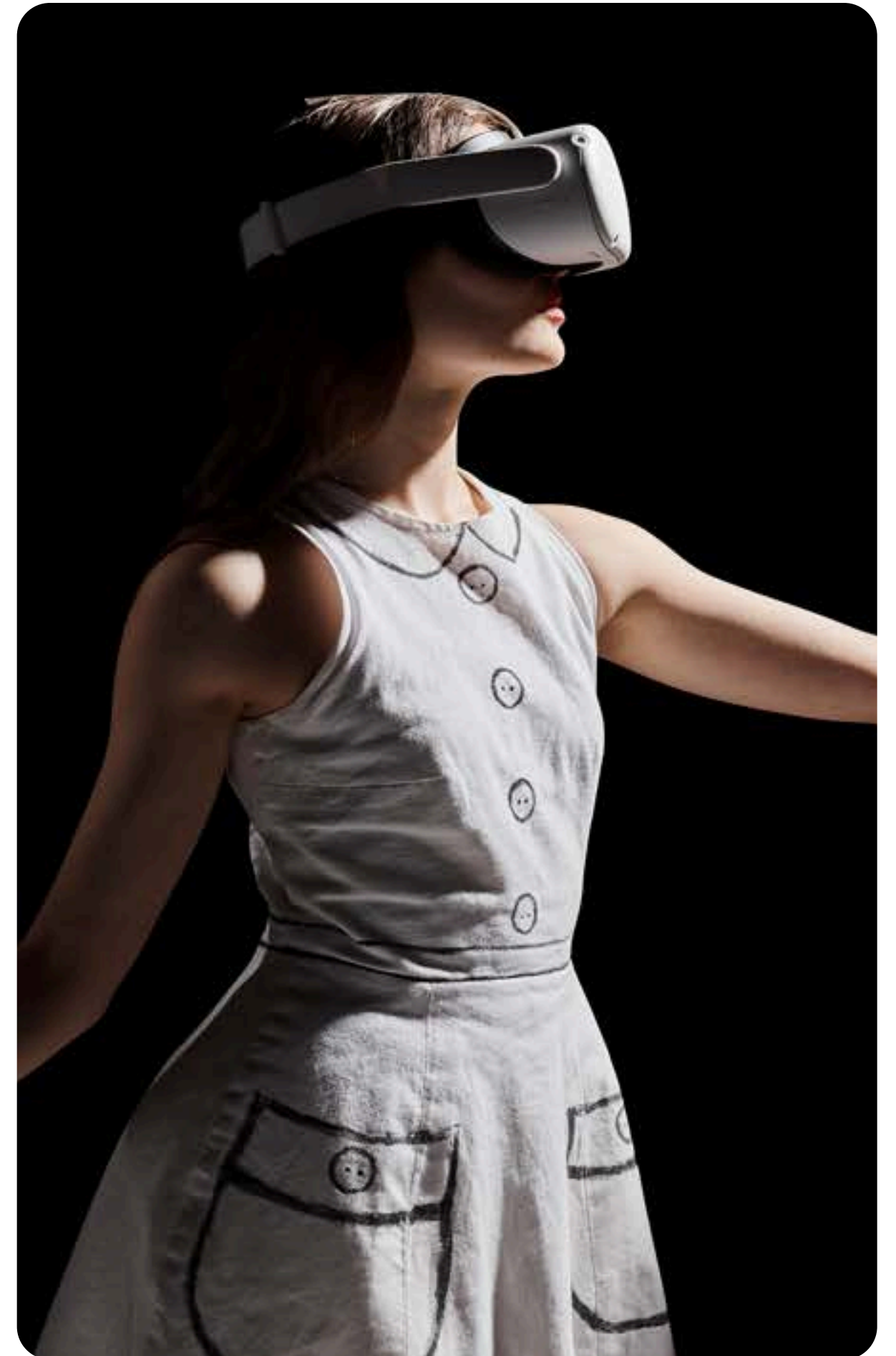
Our first task was to review the preliminary designs specified by a theatre consultant involved at the start of the project. Utilising our extensive experience, we refined the design to ensure the technology specified satisfied all the requirements of the end user. As a key member of the building design team, we bridged the gap between artistic vision and construction challenges, ensuring few compromises were needed to achieve the brief.

Stage Electrics supplied, installed and commissioned technical infrastructure, AV systems, stage lighting and rigging systems throughout the building, including the main studio, two smaller studios and a series of meeting rooms.

Studio 1 is the primary rehearsal space for the main Jasmin Vardimon Company, the space where Jasmin Vardimon MBE herself creates and refines critically acclaimed productions such as ALiCE and Pinocchio.

An impressive 374m<sup>2</sup>, Studio 1 is not only used for rehearsal but also ad-hoc performances and for educating the participants of the JV2 Professional Development Diploma.

Studio 1 features a 14.5x16m rigging grid, which flies all the way down to floor level to make maintenance safe and straightforward. Stage Electrics supplied all the lighting fixtures in the rig: 15 x 19 Deg ETC Source 4 with Source 4ward LED light sources, 15 x 36 Deg ETC Colorsource Spot, 16 x 50 Deg ETC Source 4 with Source 4ward LED light sources, 32 x CHAUVET F915 Fresnels, 24 x ETC Colorsource PAR lights





All the lights in Studio 1 are controlled by an ETC Gio @5 lighting control console, with 144 ways of hot and dimmed power, part of the infrastructure designed and installed by our engineers. Additional equipment includes video projection, PA system and a touchscreen AV control interface which makes it simple for beginners to adjust the audio, make basic changes to the lighting and control the video projection system.

Studios 2 and 3 are primarily used for the JV2 education program but are fully loaded with practical and adaptable technology to help fuel the creative process. Both studios feature dimmable LED lighting, high-quality sound systems (with mini jack and Bluetooth connectivity) and wired/wireless data connectivity. AV facility panels manufactured by Stage Electrics are installed on all four walls, enabling productions or rehearsals to be set up in any orientation.

Meeting rooms feature AV facility panels and click share technology—enabling users to easily connect their laptops or tablet devices to a big screen. The café, kitted out

with video projection and audio playback systems is a popular space for the team and local community.

Projects as complex as this, which include multiple clients and numerous construction partners require first-rate project management skills. Stage Electrics worked directly for Kent County Council, whilst maintaining close contact with the team at the Jasmin Vardimon Company and being a specialist sub-contractor to the main contractor: WW Martin Construction. We assisted WW Martin understand specific elements of the design, ensuring the project was completed on time and on budget.

We were instrumental in overcoming numerous construction challenges during the project. One such complication was the potential need to spend £350k on a new electricity substation. By specifying an unplanned £100k investment in new LED lights for Studio 2, we reduced the electricity consumption for the building—saving the client £250k and keeping the project within the original cost allowances.



# THE RESULT

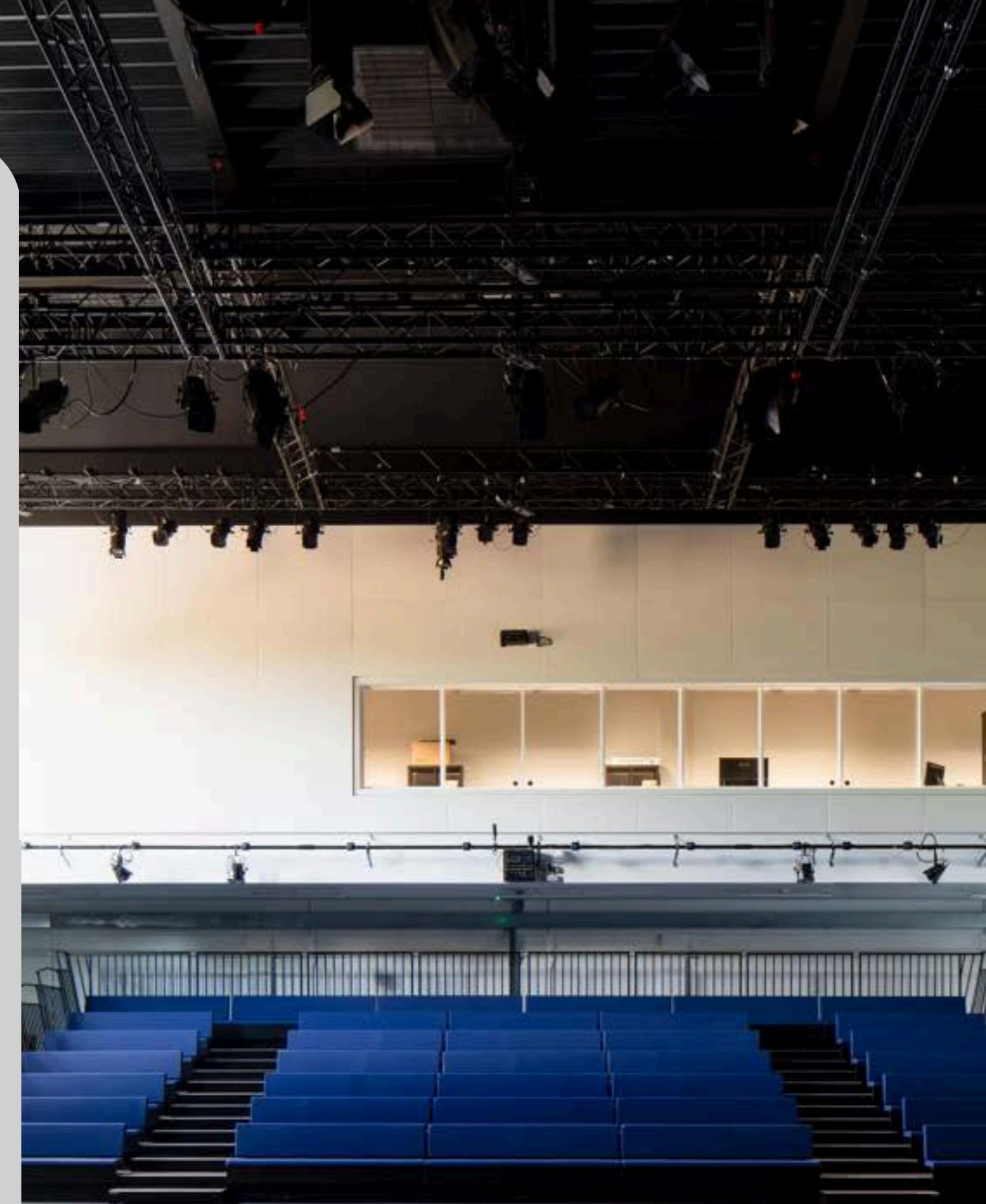
The technology solutions embedded in the JV H.O.M.E development have facilitated the progression of the Jasmin Vardimon Company creatively and economically—streamlining the production process and opening up new opportunities for the company to generate revenues as a business.

Intelligent design and close collaboration resulted in practical, multifunctional spaces specifically designed and equipped for the activities they host. There's no need to figure out how to fit a rehearsal or production into a space—everything just works. For example: Studio 2 can be configured in four different ways, because the electrical facility panels are replicated on all four walls.

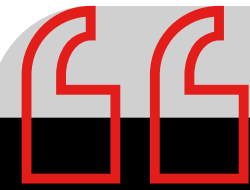
Studio 1 is of similar size and footprint to Sadler's Wells, where Jasmin has been an Associate Artist since 2008. This means the

rig can be seamlessly transferred to National and International venues. Productions can be designed, programmed, and rehearsed in Ashford, then seamlessly transferred to London for performance.

The team believe that JV H.O.M.E is a welcoming space for creativity and education. This intent runs throughout the design of the building—such as the tech booth in Studio 1. For normal operation, only two or three people need to be in the booth, but a more spacious design allows up to 15 people to be in the booth at any one time—enabling students to watch and learn from the professional technicians working their magic on a Jasmin Vardimon Company production.







While I was studying at Rose Bruford, I was selected for a placement opportunity to work on the 2019 JV2 tour. Three years later I was invited back to be Technical Manager and Associate Lighting Designer for the Company's creation and tour of ALiCE, which then led to my new role as the company's Technical Manager at JV H.O.M.E.

Rose Bruford Lighting Design placements are supported by Stage Electrics. Thanks to Stage Electrics, early career Lighting Designers have the opportunity to work in a professional environment. Additionally, enabled by our new purpose built dance space JV H.O.M.E, we are already starting to develop the technical skills of younger people by working with local secondary schools.

**Matthew Carnazza**  
Technical Manager  
Jasmin Vardimon Company

The truss grid in Studio 1 that flies down to floor level is not only great for maintenance, but also enables students can gain hands-on experience of mounting and maintaining fixtures without needing ladders or specialist platforms.

The high-performance spaces at JV H.O.M.E have provided Jasmin Vardimon Company with additional revenue streams, renting out spaces to other performance companies such as the Royal Opera House. Community groups also take advantage of the space, with eight of the Company's Associate Schools regularly participating in events at the world-class facility.

JV H.O.M.E is a venue everyone can be proud of. The development and subsequent measures to truly make it a home have helped realize Jasmin Vardimon's dream of the company becoming a core member of the community.

# How Can We Help You?

Stage Electrics provide technical services and products for venues and production companies.

We take care of our clients through the three specialist divisions of Stage Electrics: Projects, Equipment Sales and Venue Services.

## Projects

Our Projects department facilitate a wide range of projects and installations. Our experts will look after all your design, installation and commissioning needs for new-build and refurbishment projects. We work on projects of all scales, from village halls and schools to multi-million-pound projects like Shakespeare North in Prescott or Soho Place in London. Our Projects team are ready to help with as much or as little as you need us to do.

## Equipment Sales

Stage Electrics support thousands of venues and professionals across the UK with their production technology and consumable needs. We stock products by over 100 manufacturers in our Bristol warehouse, many of which are available for same-day dispatch. Our online store is quick and simple to use. If you require personal assistance, our Equipment Sales team would be delighted to provide you with all the help and guidance needed to make a well-informed decision.

## Inspection and Testing

The Stage Electrics Venue Services team will help you maintain a fully functional and legally compliant venue and performance space. We are a NICEIC certified contractor; providing tailored packages for electrical and mechanical inspections as required by BS7671, ISITEE, PUWER and LOLER. Our specialist onsite crew are highly qualified, and DBS checked to enhanced level—the safety and functionality of your venue couldn't be in better hands.

**WE  
MAKE  
PERFORMANCE  
POSSIBLE**





# Let's Talk

If you'd like to learn more about our Projects services, we'd love to hear from you.

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