

# Case Study No. 1 AIPC World Congress



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# AIPC World Congress: Global communication



REFERENCE

AIPC World Congress  
5<sup>th</sup> – 7<sup>th</sup> July 2003  
200 participants

After taking refreshments, some 200 guests set off on a beautiful summer evening's garden stroll. This featured a Schubert Recital at the Apollo Temple, a torchlight Mozart concert performed at sunset on a stage in the lake and a festive evening dinner at a long dining table which was perfectly fitted into the garden's wonderful architecture. The evening concluded with a specially arranged production and shortened version of Mozart's 'The Abduction from the Seraglio'. Mozart, who once performed in the Palace Garden, would have been delighted with the stage backdrop – a stunning Mosque which dominates the English section of the park. This evening was a memorable highlight for all the international conference participants involved. It formed part of their cultural discovery of the Rhine-Neckar Region. Earlier in the day participants played a round of golf at the German Masters course in St. Leon Rot and partook in a rally featuring historic coaches, covered horse wagons and an old steam railway. This was all part of experiencing the uniqueness of the German Wine Road with its world famous vineyards, Speyer Cathedral and Formula 1 racing track in Hockenheim. m:con also came up trumps with a special design concept for the congress in the Congress Center Rosengarten Mannheim: a room layout similar to the British House of Commons, with two stages on either side facilitating intense and excellent discourse on the subject of 'Global Communication'.

**Participants took a musical and culinary stroll through the world renowned Schwetzingen Palace Gardens.**

**Stages were erected at numerous points in the majestic and beautiful park grounds. Participants were charmed by inspiring music performances**

## Realisation

SERVICE PROFILE  
AIPC World Congress  
5<sup>th</sup> – 7<sup>th</sup> July 2003

- 200 guests from 27 nations
- 15 technicians
- 4 stages in Schwetzingen Palace Park
- 68 artists in Schwetzingen Palace Gardens
- Mozart Orchestra
- String quartet
- Opera singers and minstrels
- Special production and staging of Mozart's 'The Abduction from the Seraglio' also known as 'Il Seraglio'

FACTS  
Professional ideas  
and solutions

- 3 trucks with material
- 2.2 km of cable
- 4 large sound systems
- 140 spotlights and moving lights on the Mosque, diverse sculptures and plants
- 350 light bowls placed at intervals along footpaths in Schwetzingen Palace Park



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