



LII
SUPER BOWL



pepsi.
ZERO SUGAR

**HALFTIME
SHOW**

LADY GAGA

02.05.17



The SUPER BOWL LI HALFTIME SHOW

featuring global superstar **LADY GAGA** is the most-watched musical event of all-time across all platforms and the most-watched Super Bowl halftime performance in history through broadcast and digital channels.

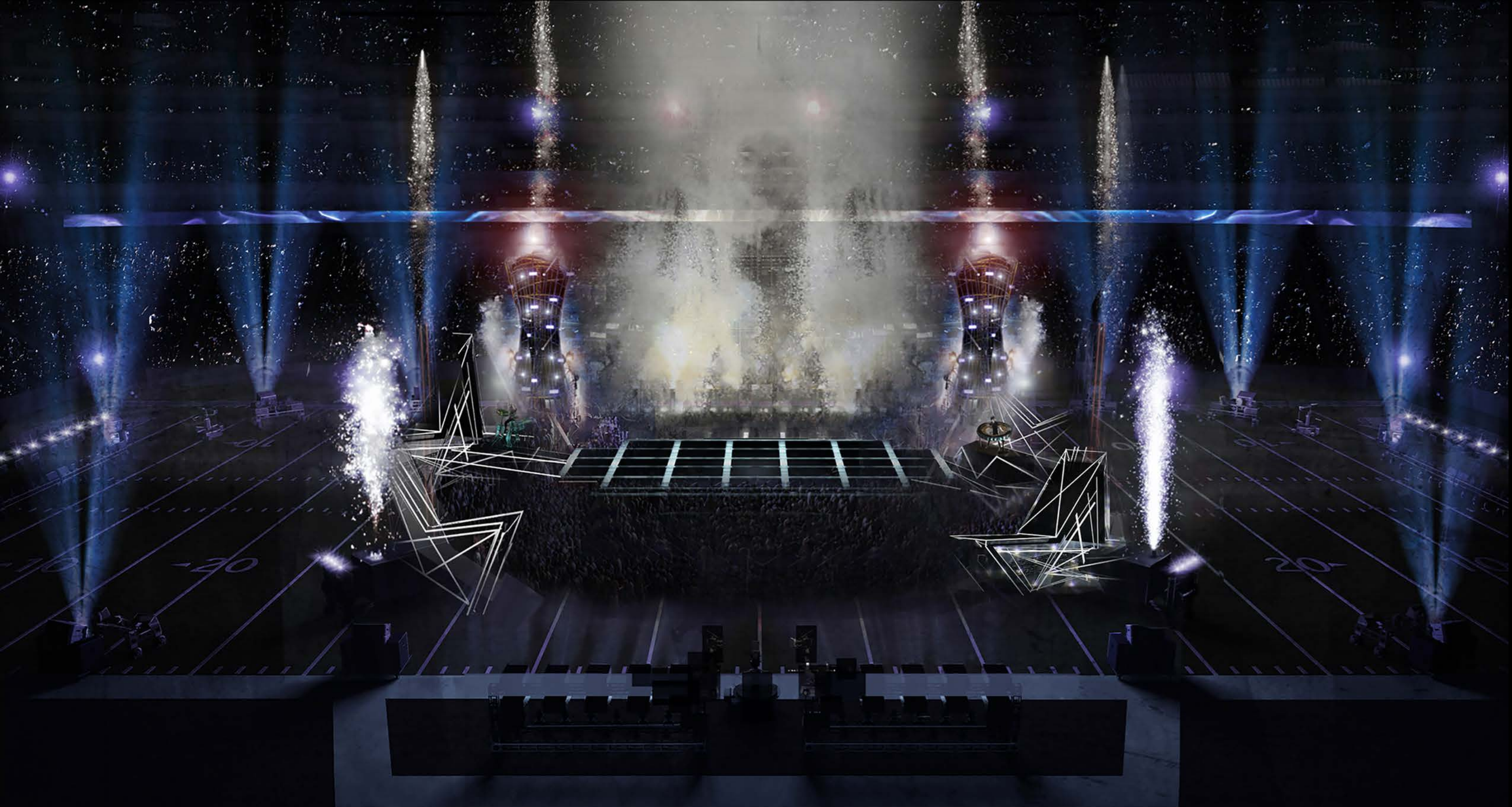


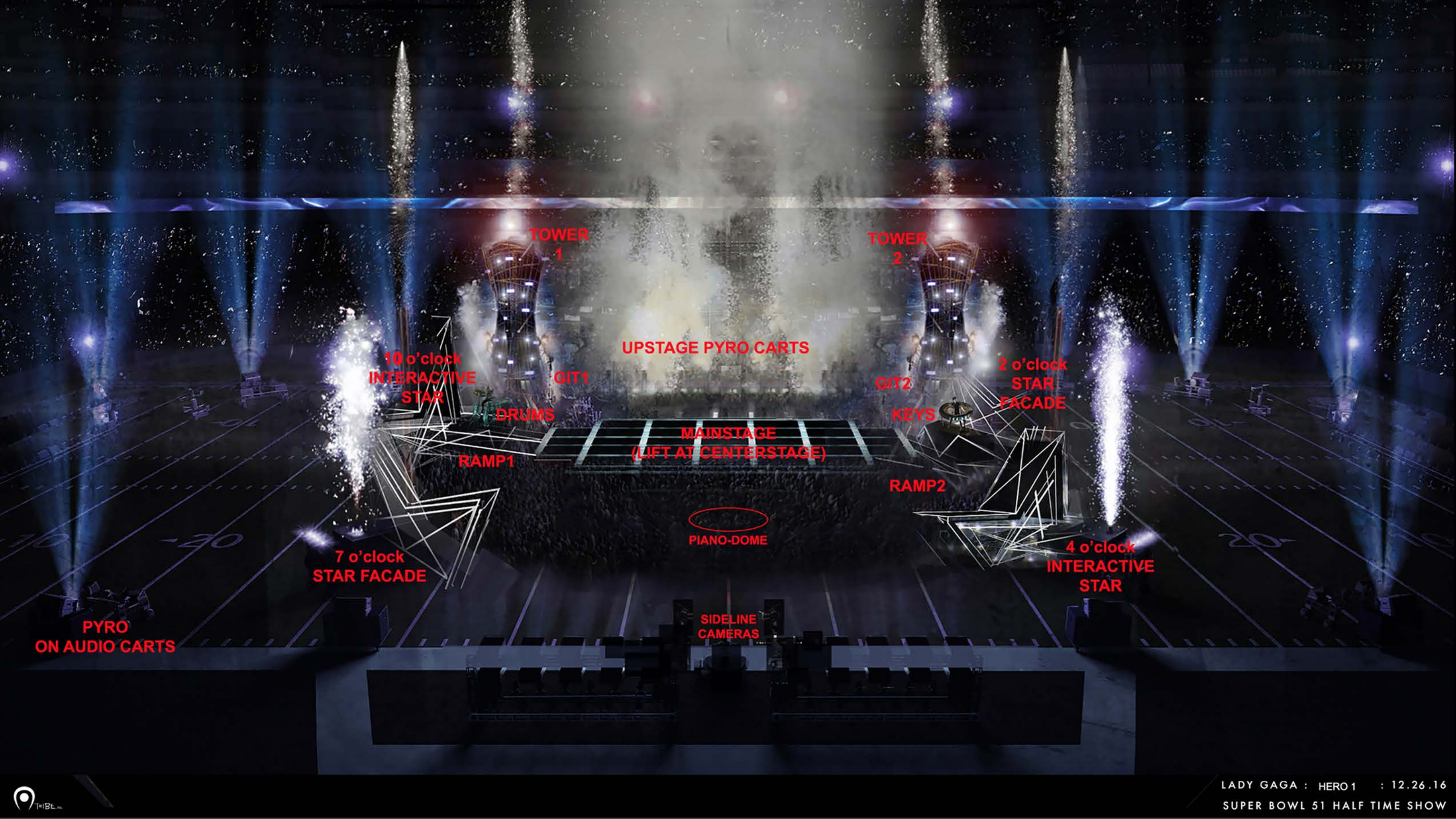
FOR YOUR CONSIDERATION

Co-Production Designers Bruce Rodgers and LeRoy Bennett and Art Directors Shelley Rodgers and Lindsey Breslauer led the design and fabrication teams for this epic and historic production.

Produced by RK PRODUCTIONS, this 12 minute performance, installed strategically in 7 minutes before a live stadium audience included 60 mobilating scenic elements with intergrated lighting, video and sp/fx.







TOWER 1

TOWER 2

UPSTAGE PYRO CARTS

10 o'clock
INTERACTIVE
STAR

GIT1

DRUMS

GIT2

KEYS

2 o'clock
STAR
FACADE

RAMP1

MAINSTAGE
(LIFT AT CENTERSTAGE)

RAMP2

PIANO-DOME

7 o'clock
STAR FACADE

4 o'clock
INTERACTIVE
STAR

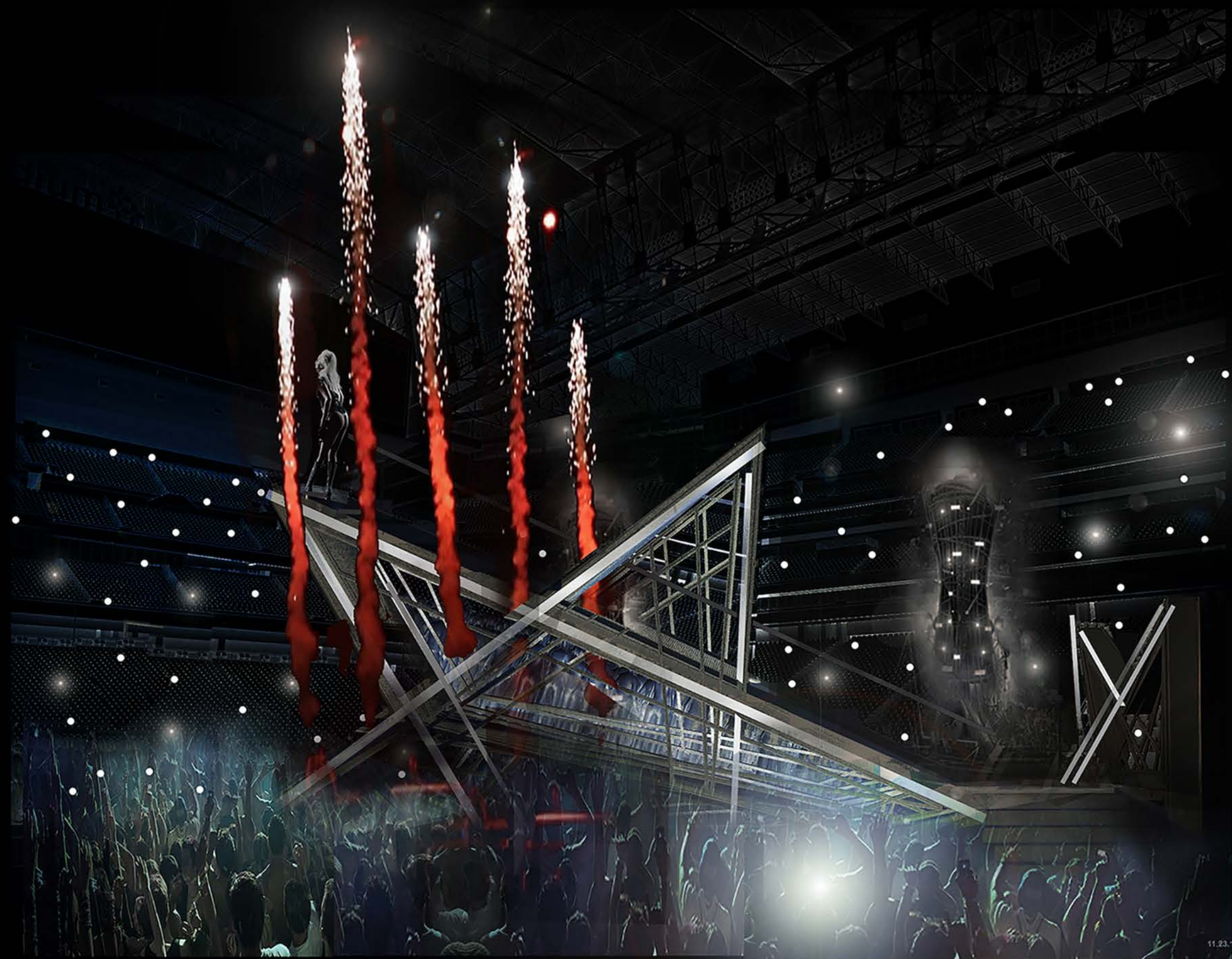
PYRO
ON AUDIO CARTS

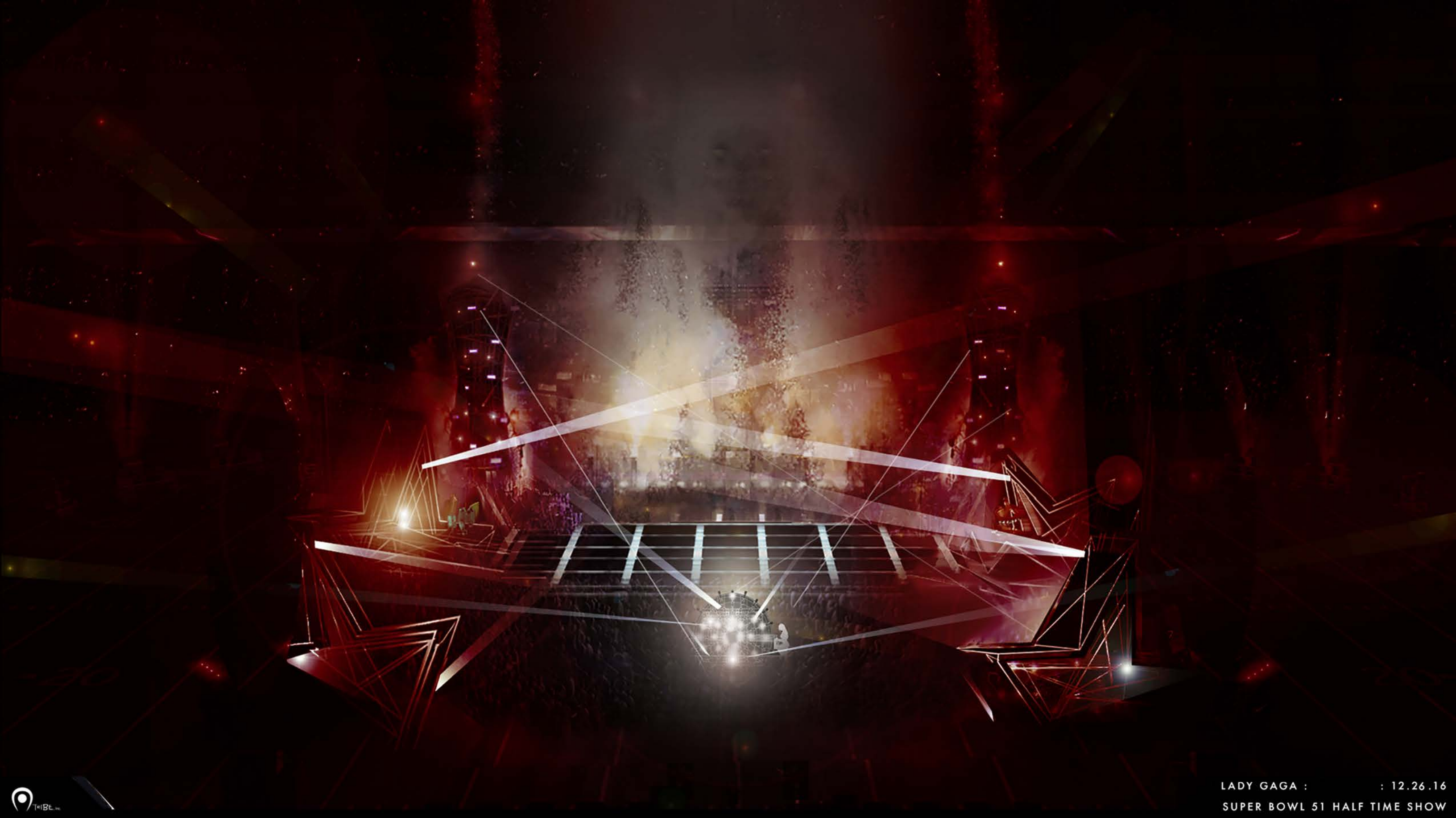
SIDELINE
CAMERAS

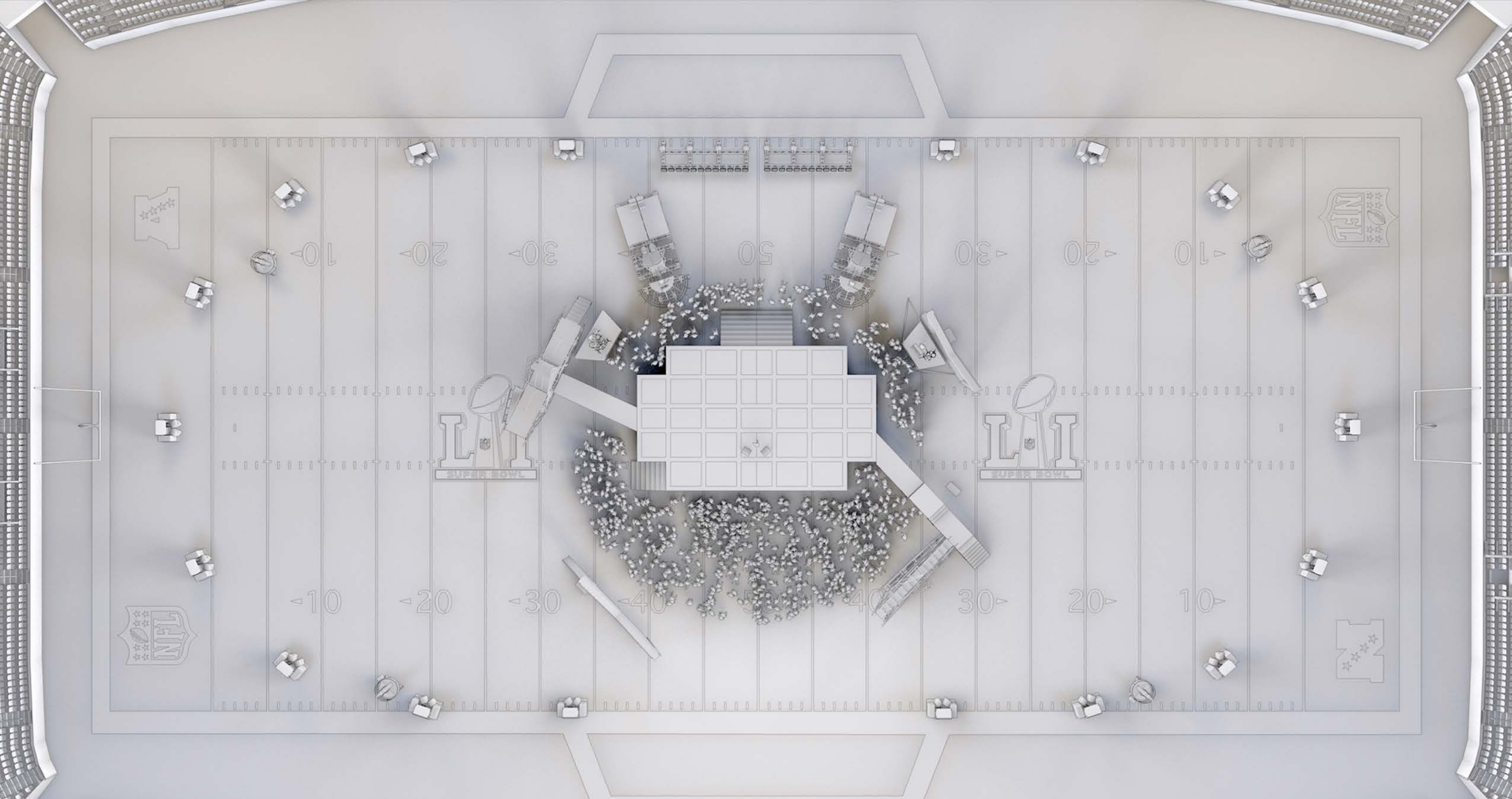


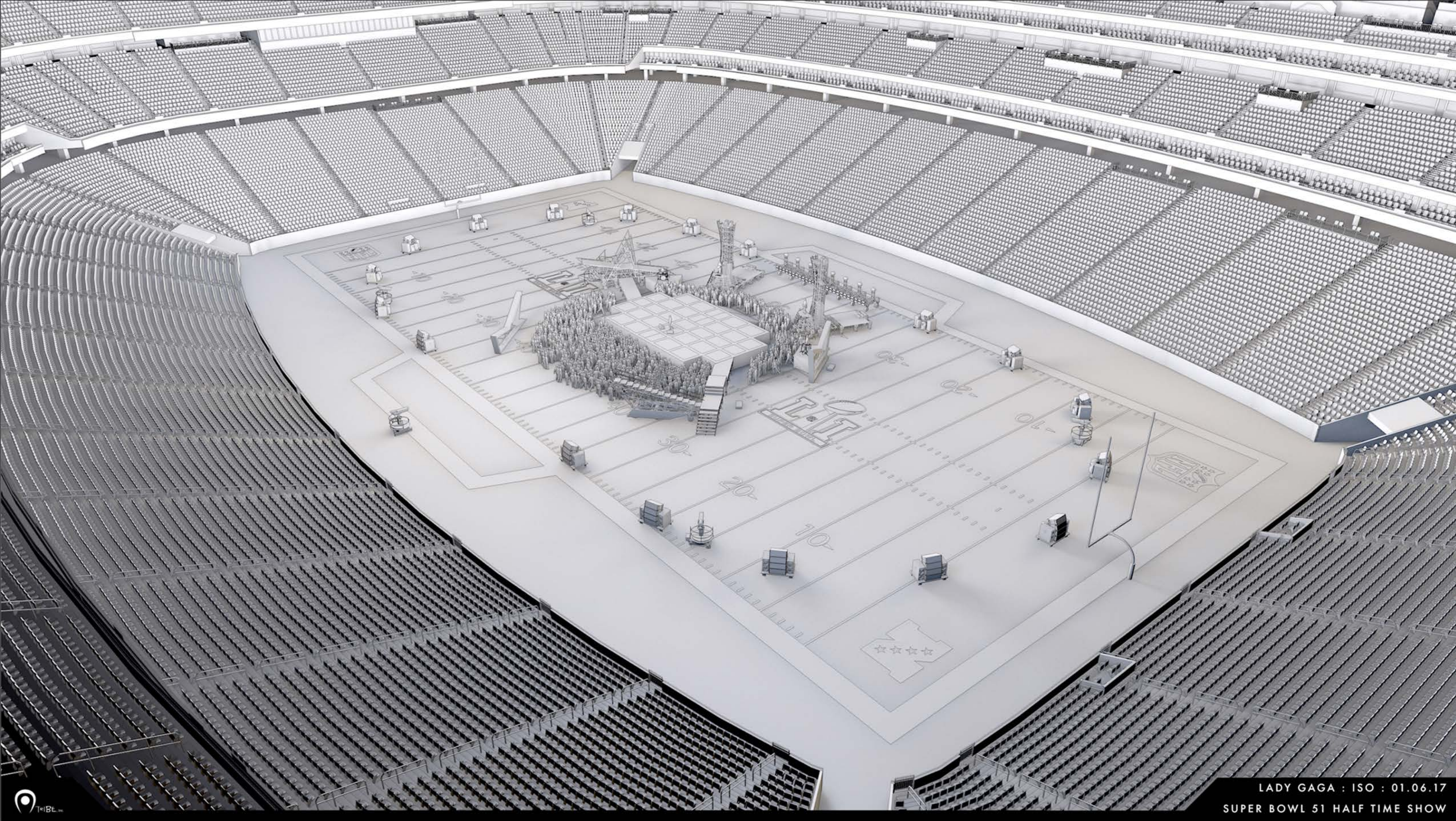


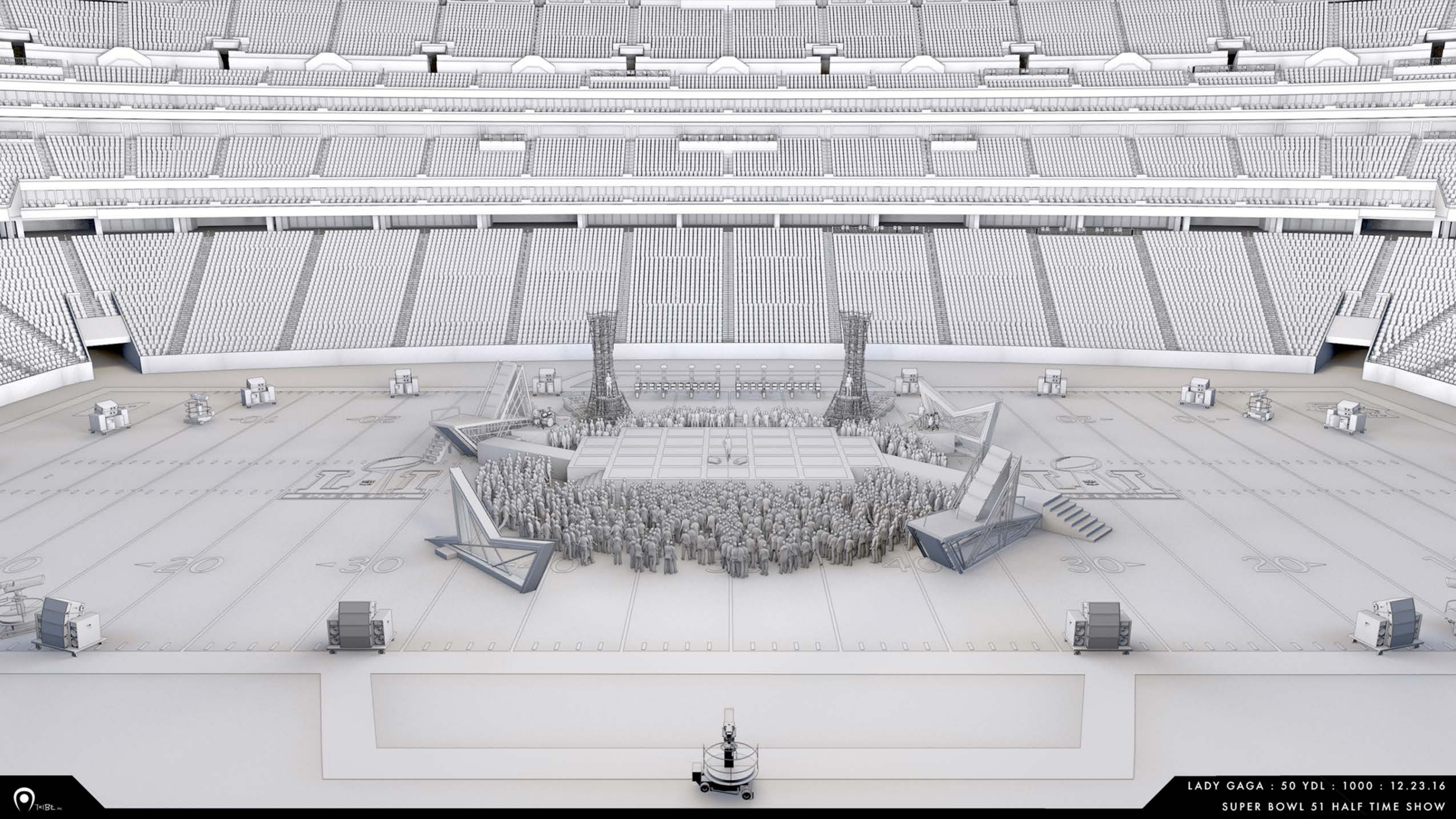








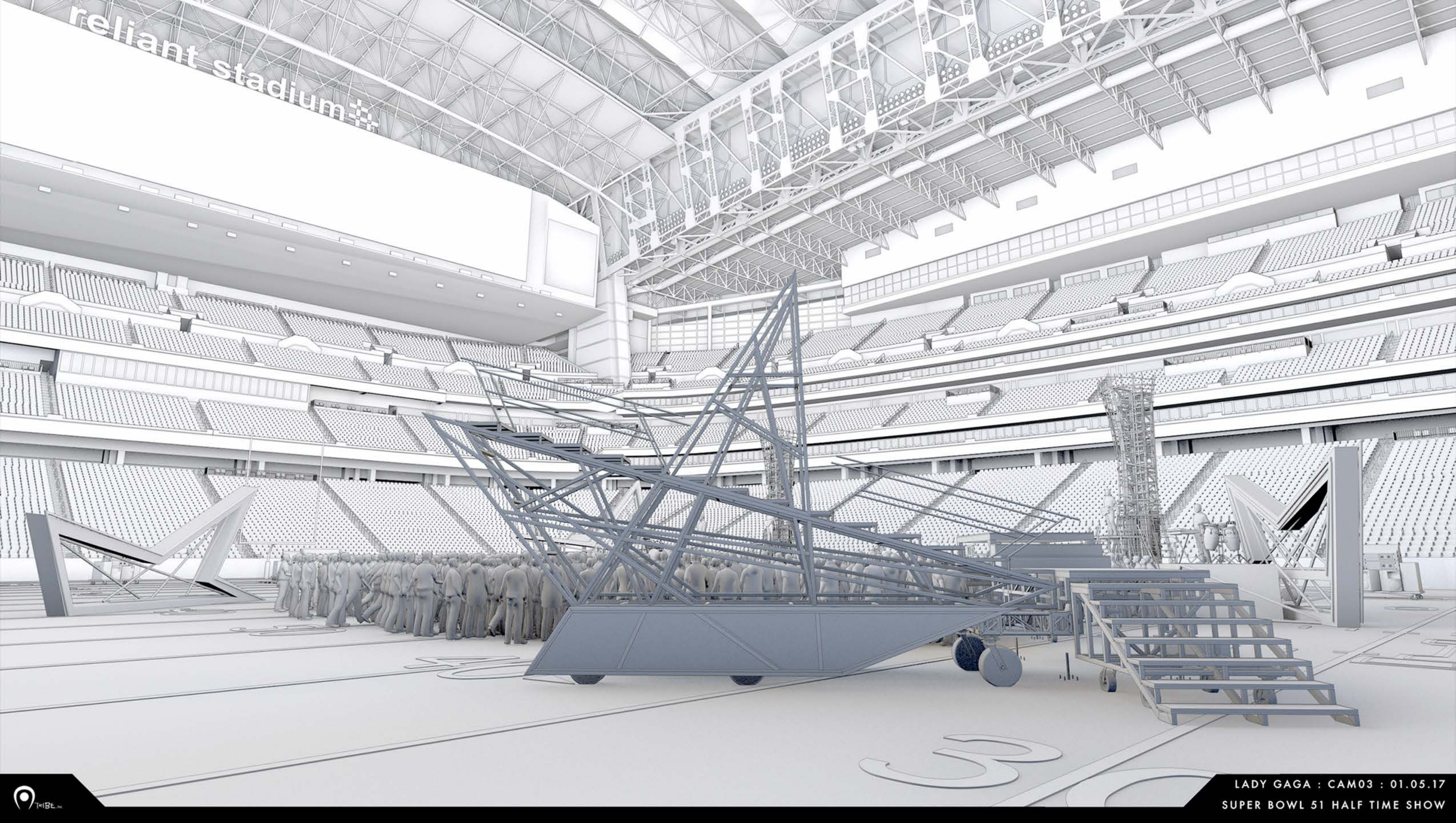




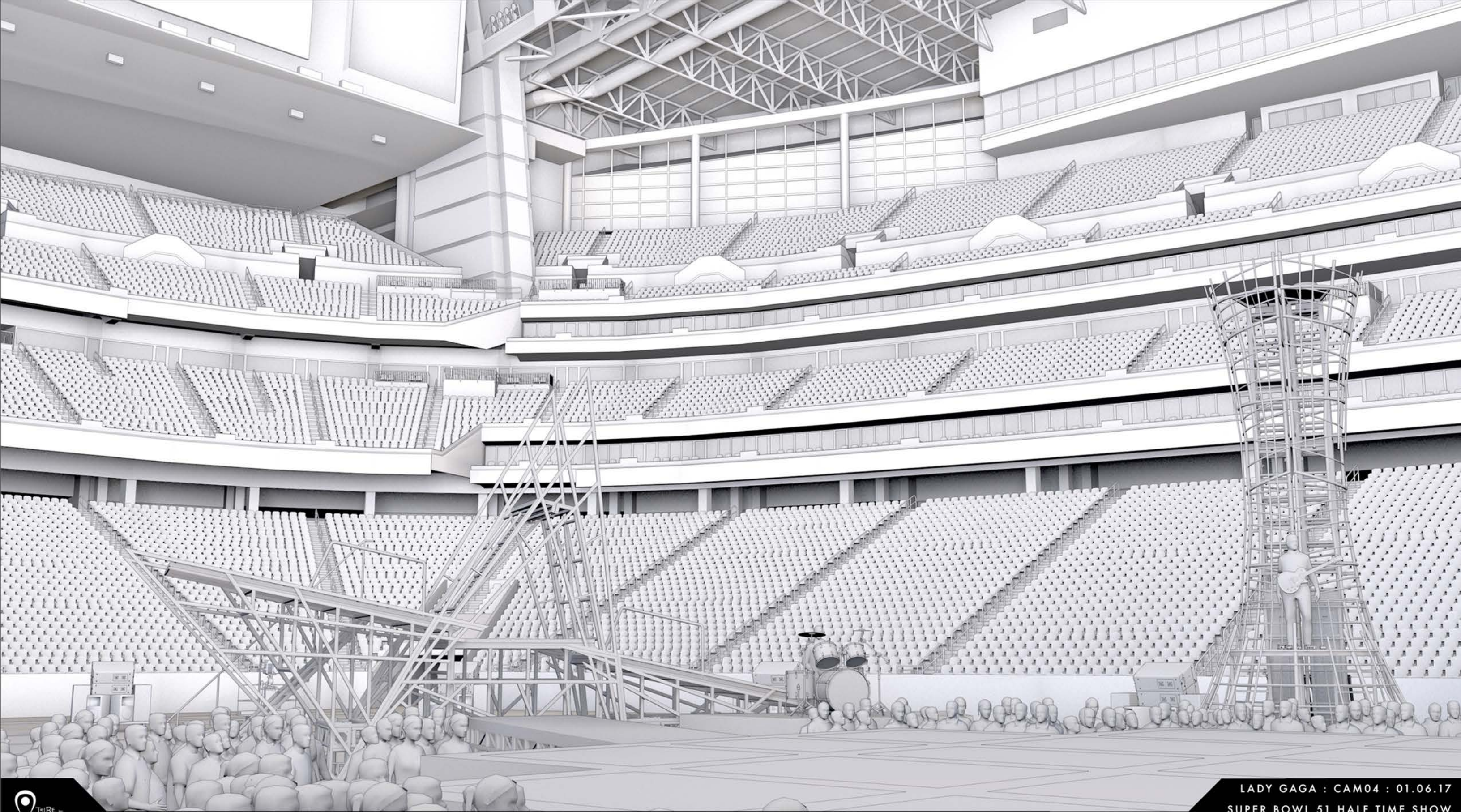
LADY GAGA : 50 YDL : 1000 : 12.23.16
SUPER BOWL 51 HALF TIME SHOW

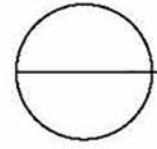




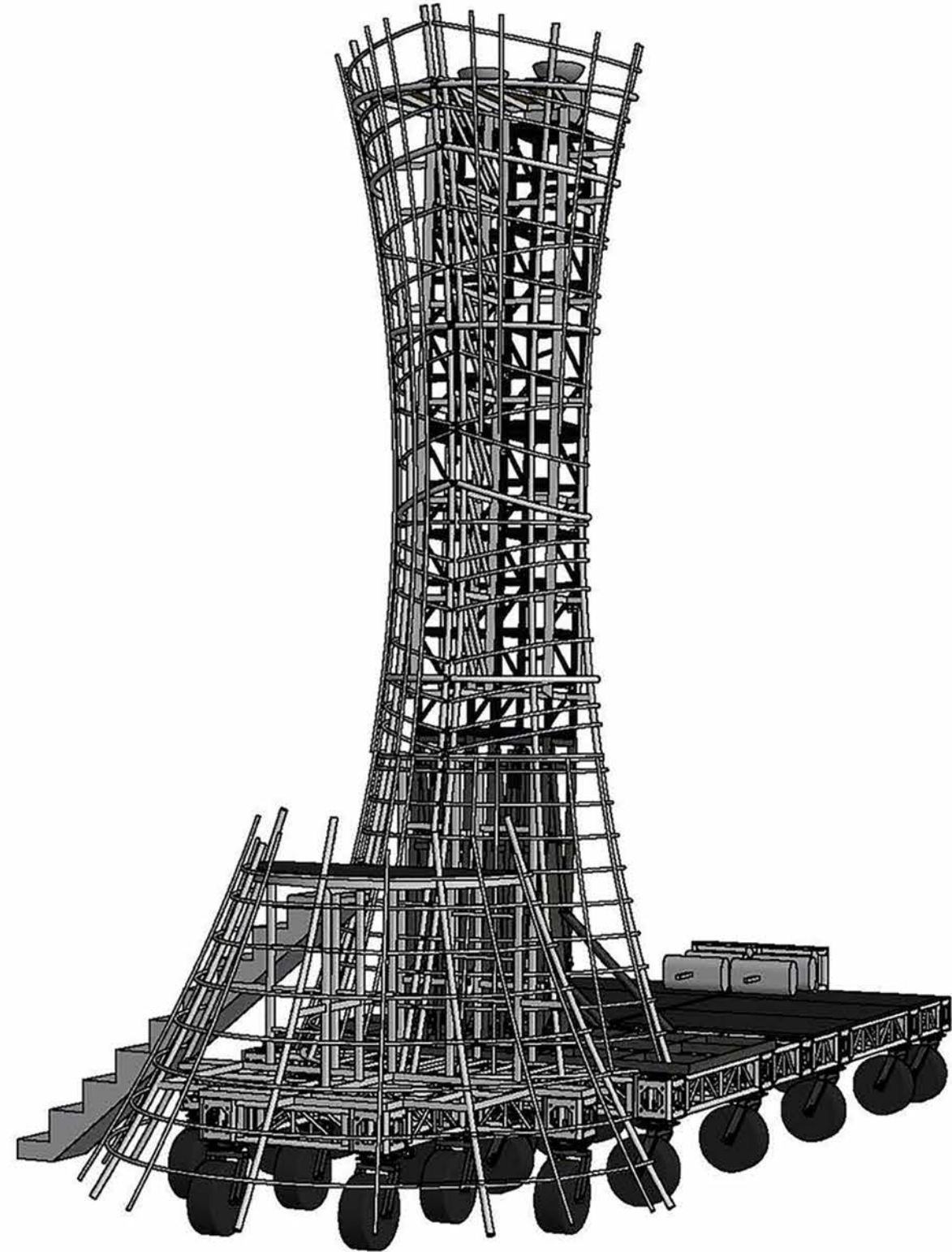
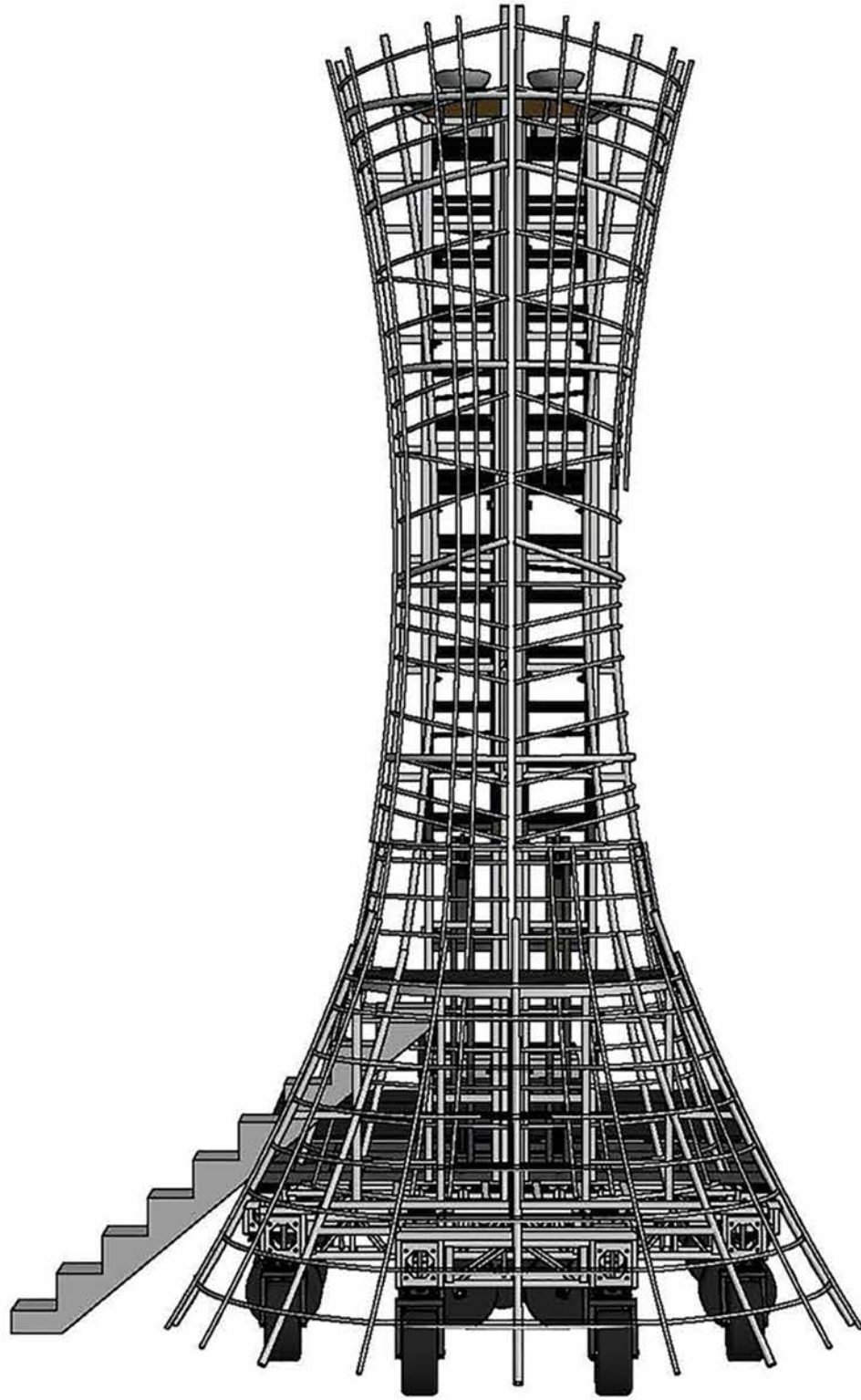


reliant stadium





Tower Perspective
Scale: 1/4"=1'





Tribe, Inc. East
373 Round Hill Road
Salem, Ct. 06420
860.623.1999

Tribe, Inc. West
3401 Pacific Ave, Suite 1C
Marina Del Rey, CA 90292
310.452.8683

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**SUPER BOWL 51
HALF TIME SHOW**
NRG STADIUM
HOUSTON, TX



PRODUCTION DESIGNER:
BRUCE RODGERS

DRAWN BY:
**EVAN ALEXANDER
MARIA GARCIA**

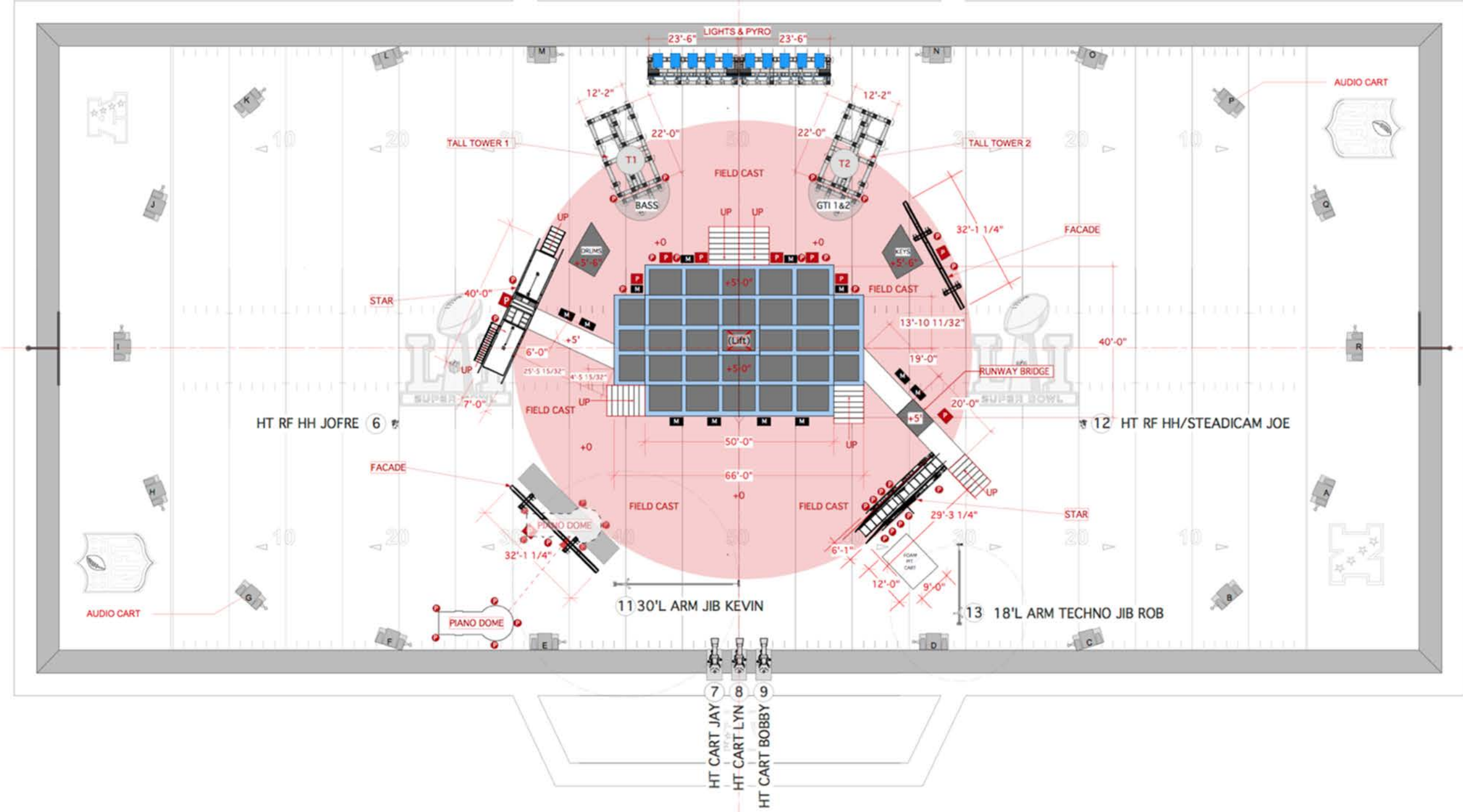
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EVENT: **SUPER BOWL 51
HALF TIME SHOW** SHEET: **01**

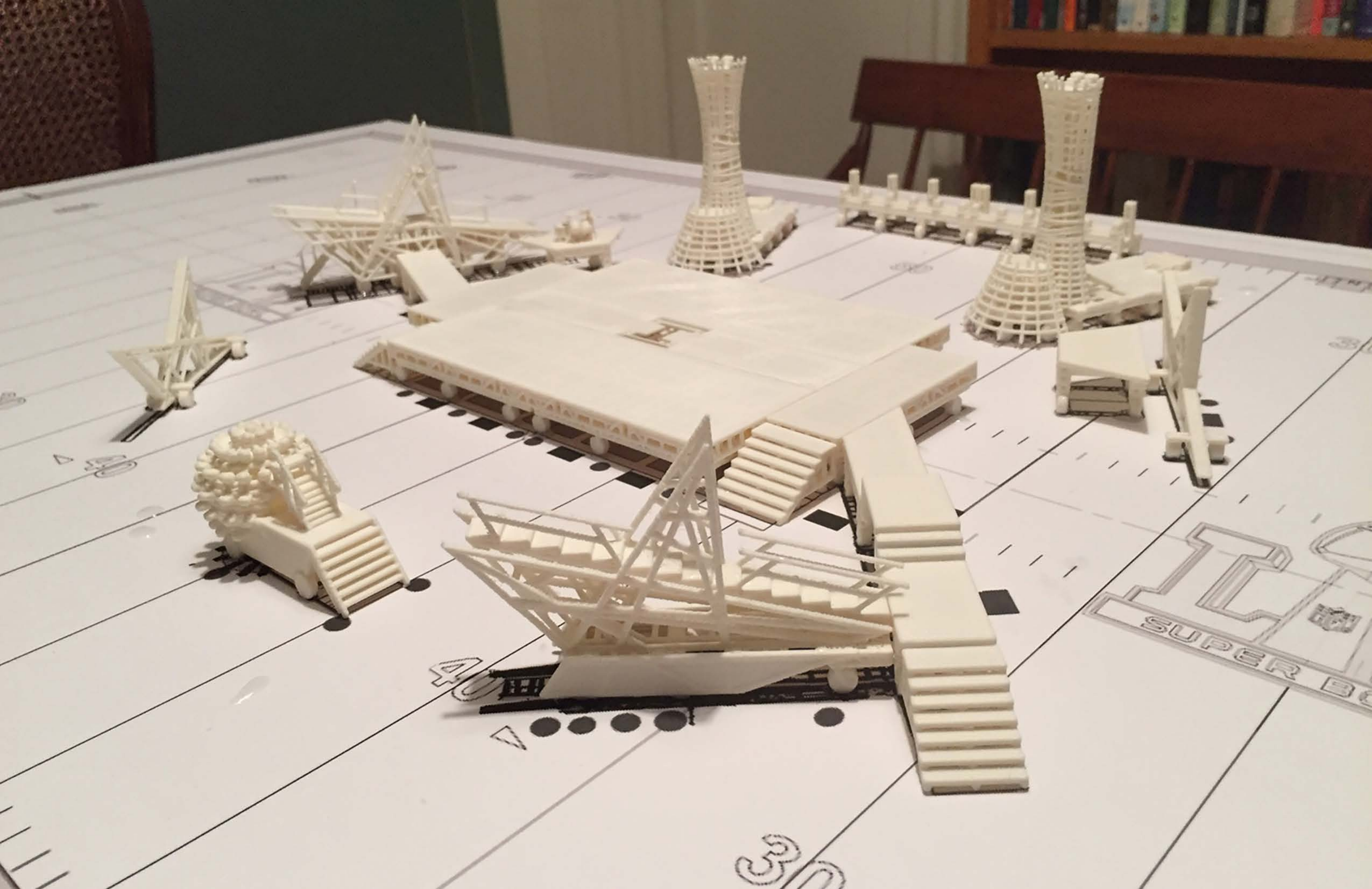
SHOW DATES:
FEB 5, 2017

SCALE: **1 : 350**

DRAWING:
**FIELD DETAIL PLAN
PRELIMINARY**



MASTER PLAN



SUPER B

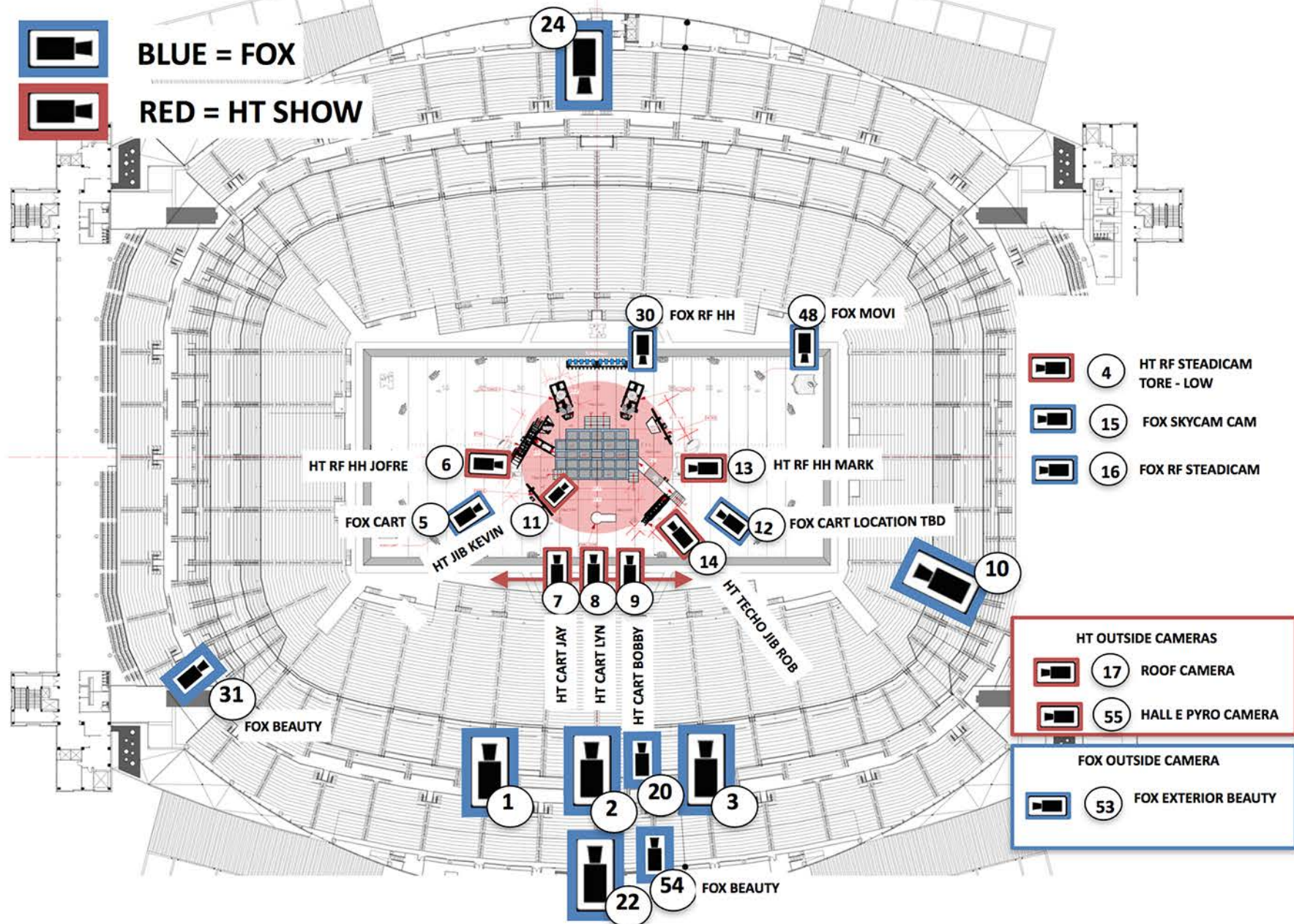
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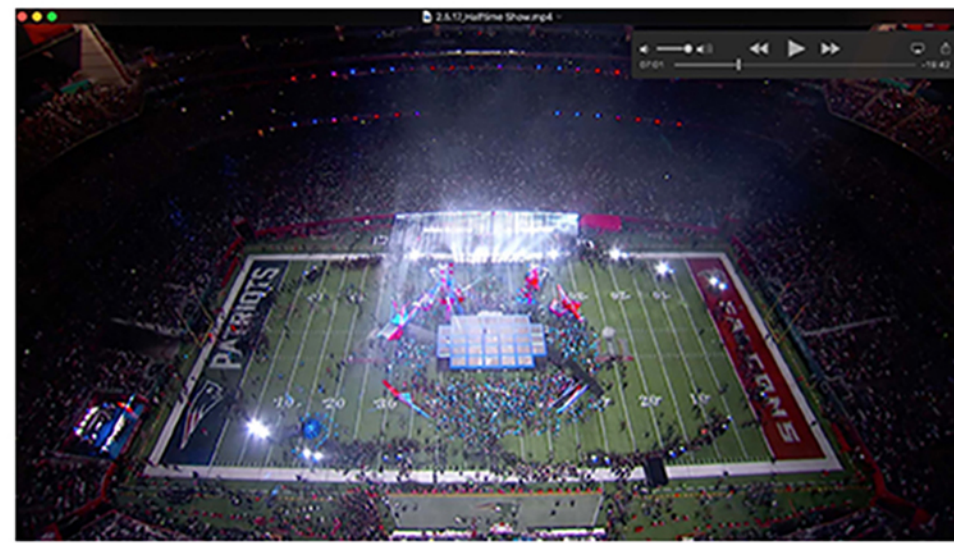
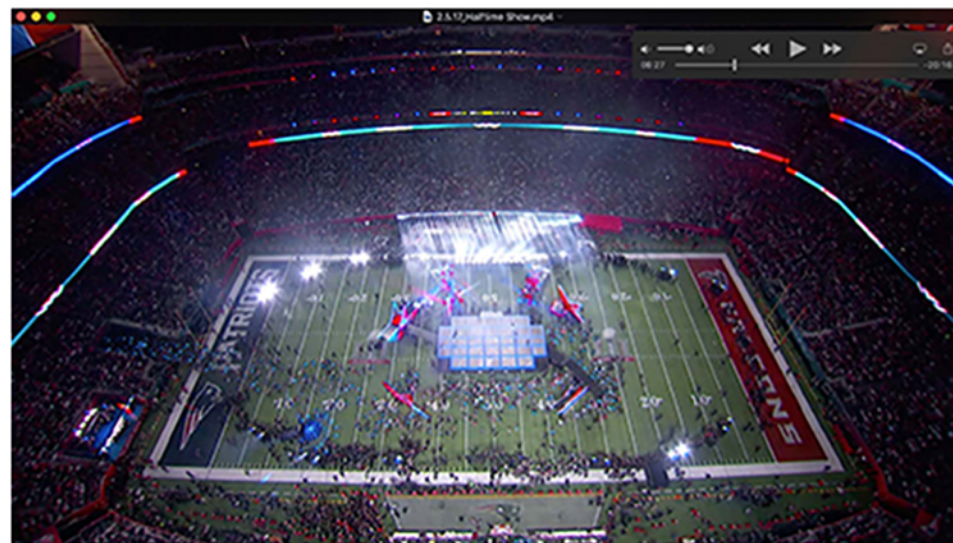
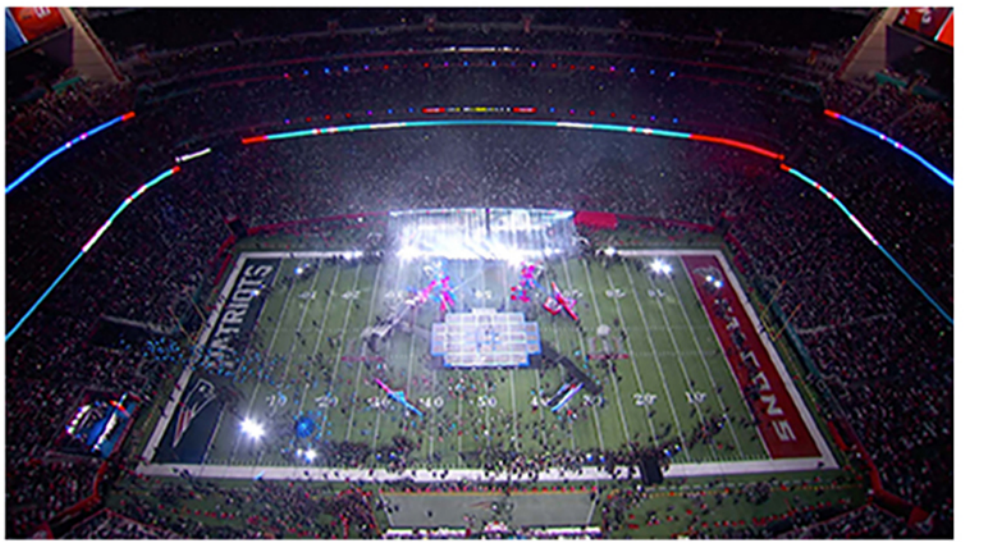
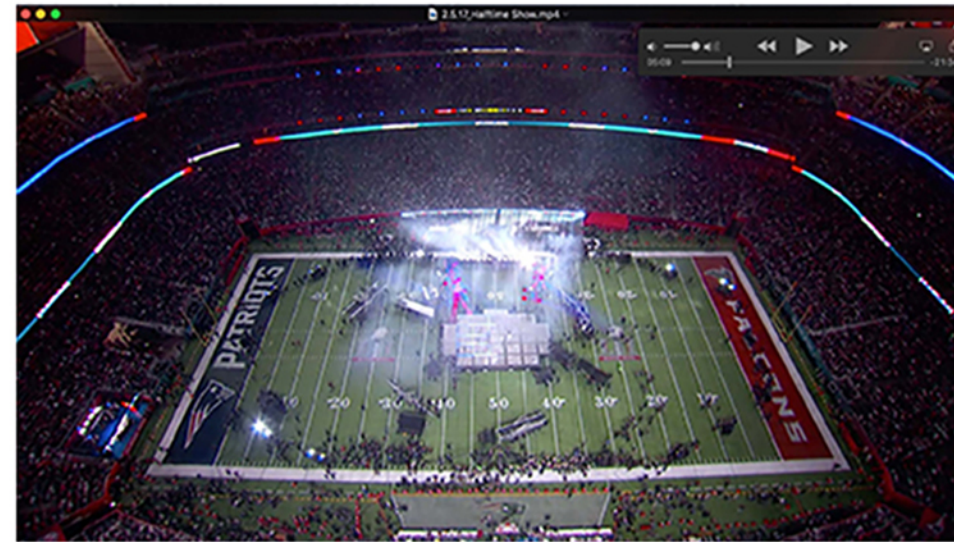
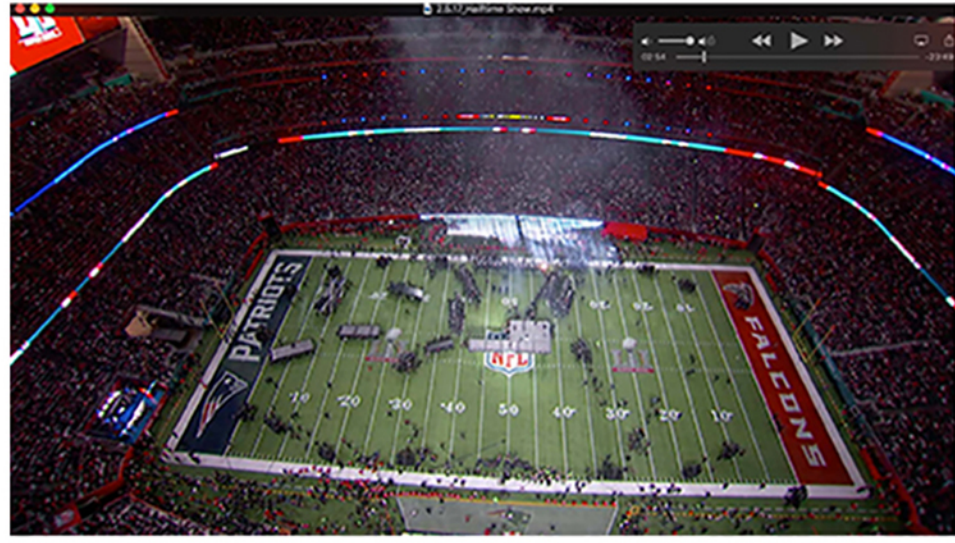
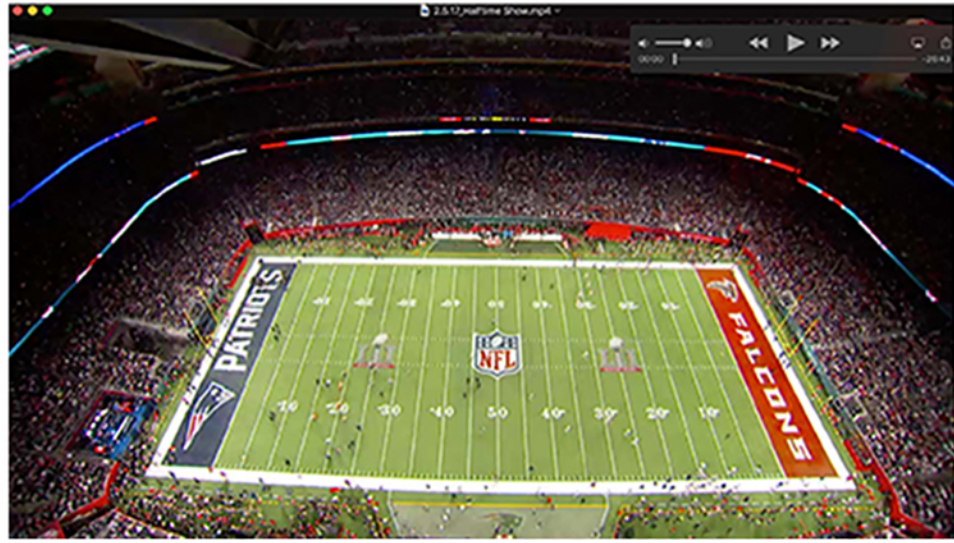
30

30

30

Super Bowl Half Time Show 2017 Camera Plot V6 Feb 1st































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Salem, Ct. 06420
860.823.1999

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3401 Pacific Ave, Suite 1C
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**SUPER BOWL 51
HALF TIME SHOW**

NRG STADIUM
HOUSTON, TX



PRODUCTION DESIGNER:

BRUCE RODGERS

DRAWN BY:

**EVAN ALEXANDER
MARIA GARCIA**

DATE:

01.06.17

OPTION:

01

EVENT:

**SUPER BOWL 51
HALF TIME SHOW**

SHEET:

01

SHOW DATES:

FEB 5, 2017

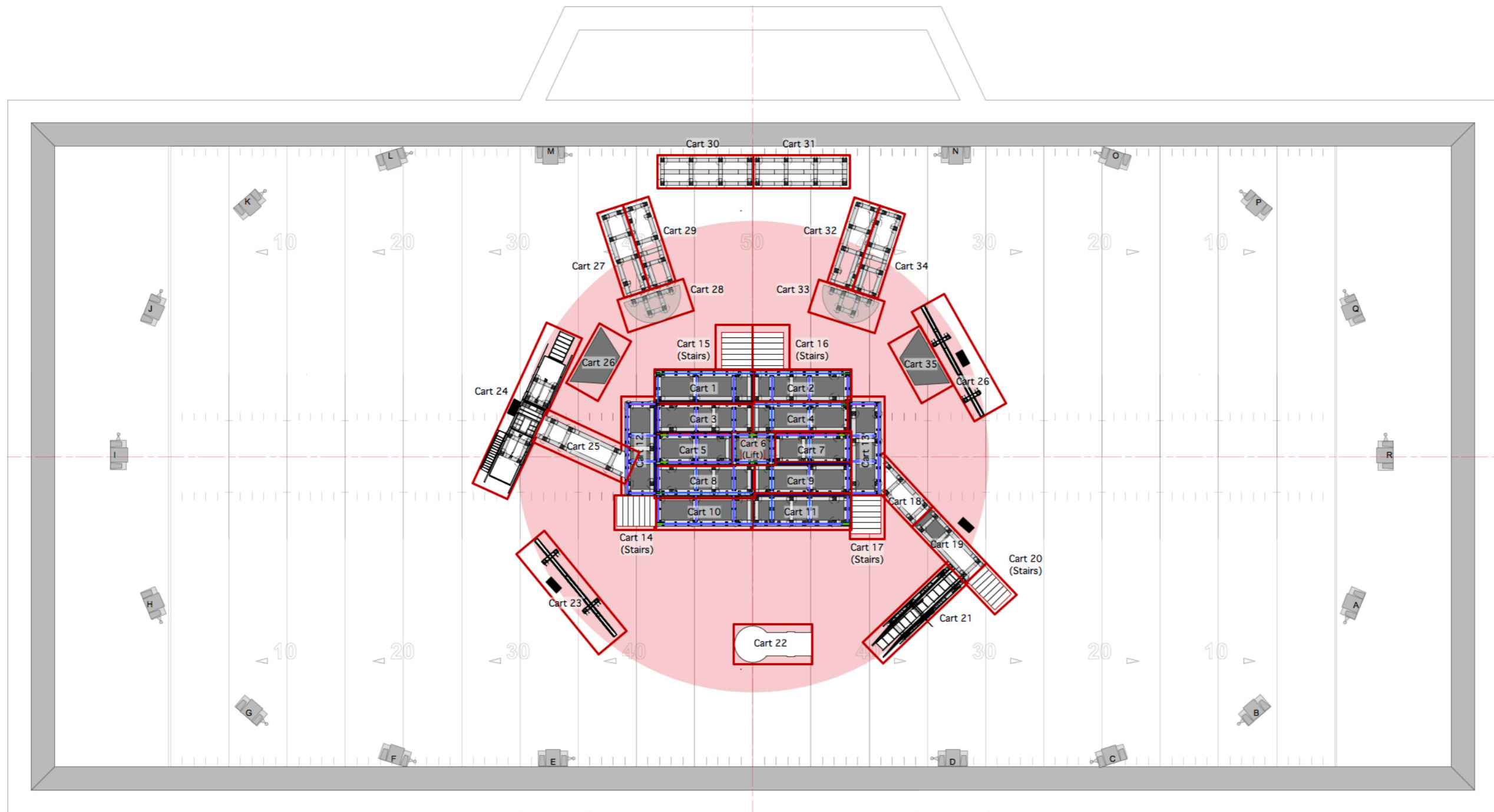
SCALE:

1 : 350

DRAWING:

FIELD DETAIL PLAN

PRELIMINARY



GROUND PLAN



PYRO

MONITOR



Tribe, Inc. East 373 Round Hill Road Salem, Ct. 06420 860.823.1999

Tribe, Inc. West 3401 Pacific Ave, Suite 1C Marina Del Rey, CA 90292 310.452.8683

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**SUPER BOWL 51
HALF TIME SHOW**

NRG STADIUM
HOUSTON, TX



PRODUCTION DESIGNER:
BRUCE RODGERS

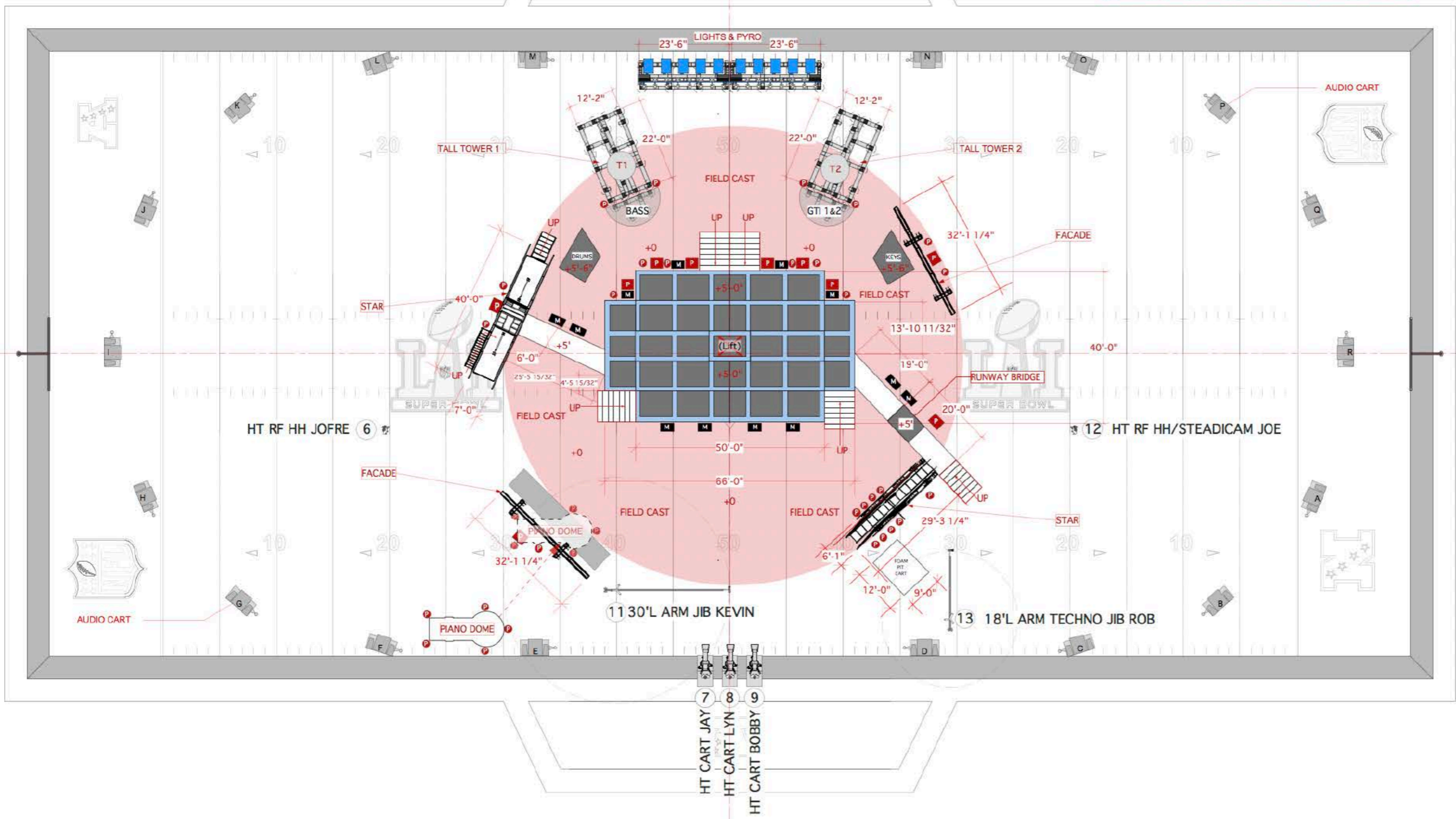
DRAWN BY:
**EVAN ALEXANDER
MARIA GARCIA**

DATE: 01.25.17	OPTION: 01
EVENT: SUPER BOWL 51 HALF TIME SHOW	SHEET: 01
SHOW DATES: FEB 5, 2017	

SCALE:
1 : 350

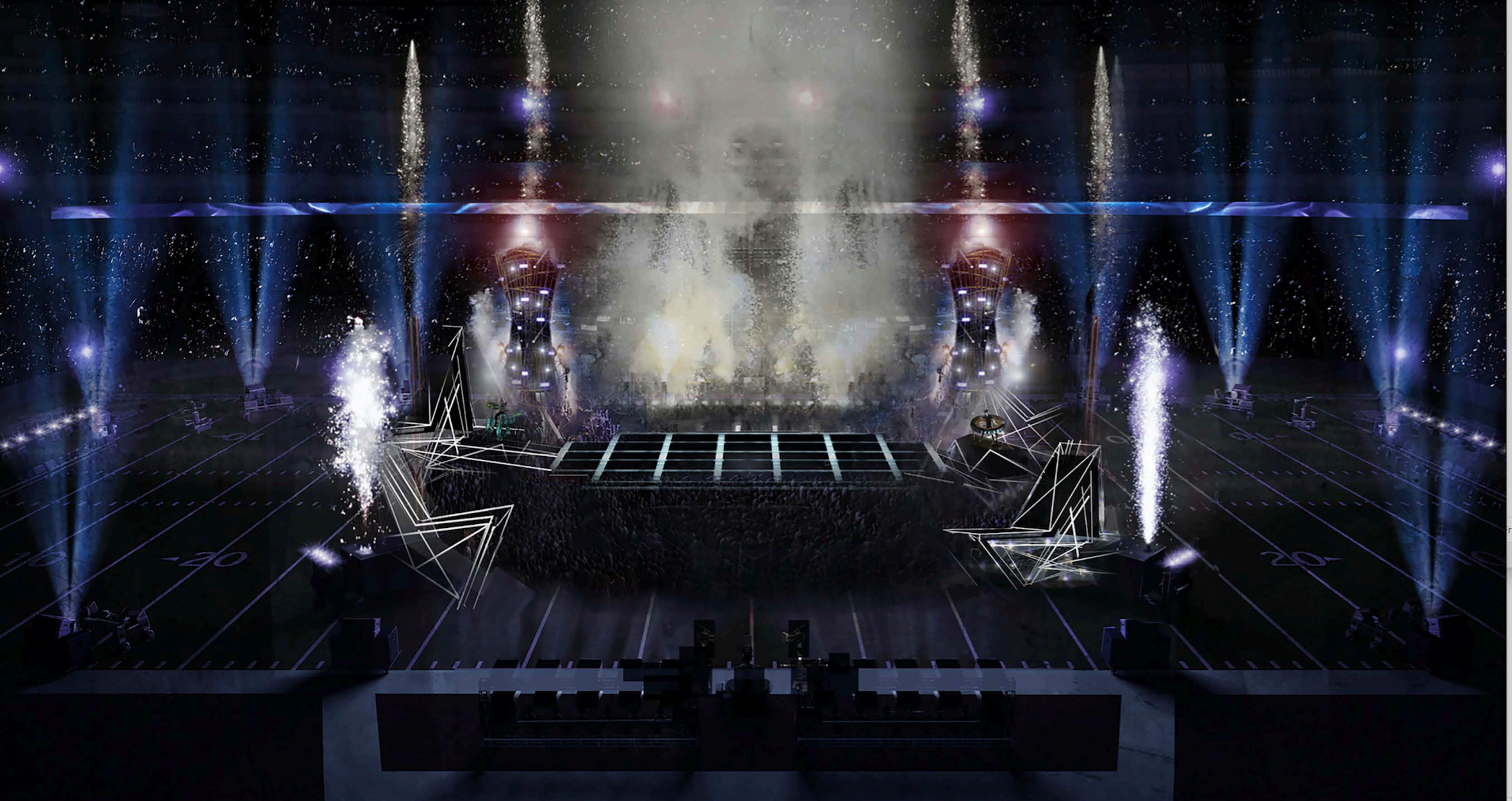
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FIELD DETAIL PLAN

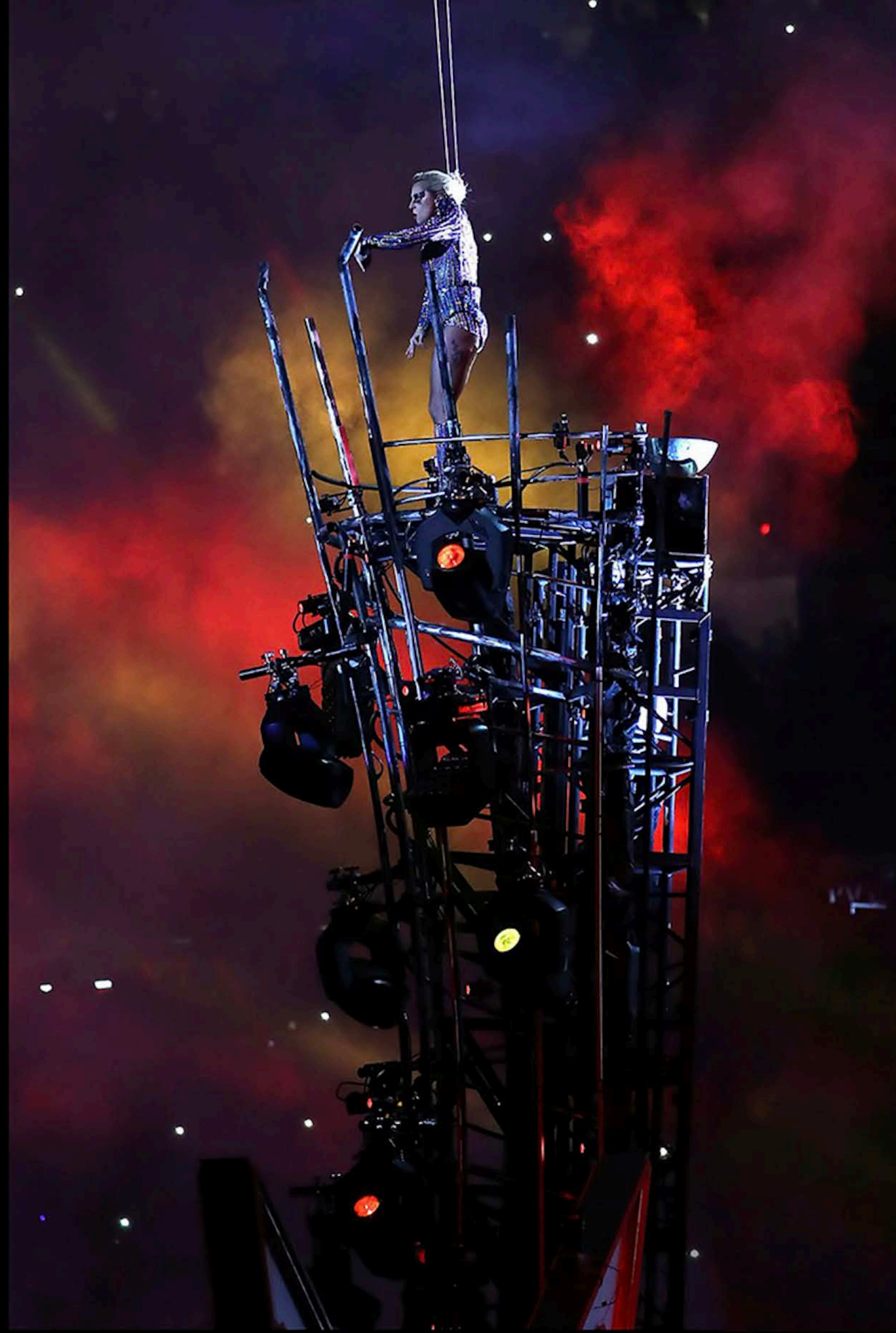
PRELIMINARY



MASTER PLAN















**JUST
JARED**









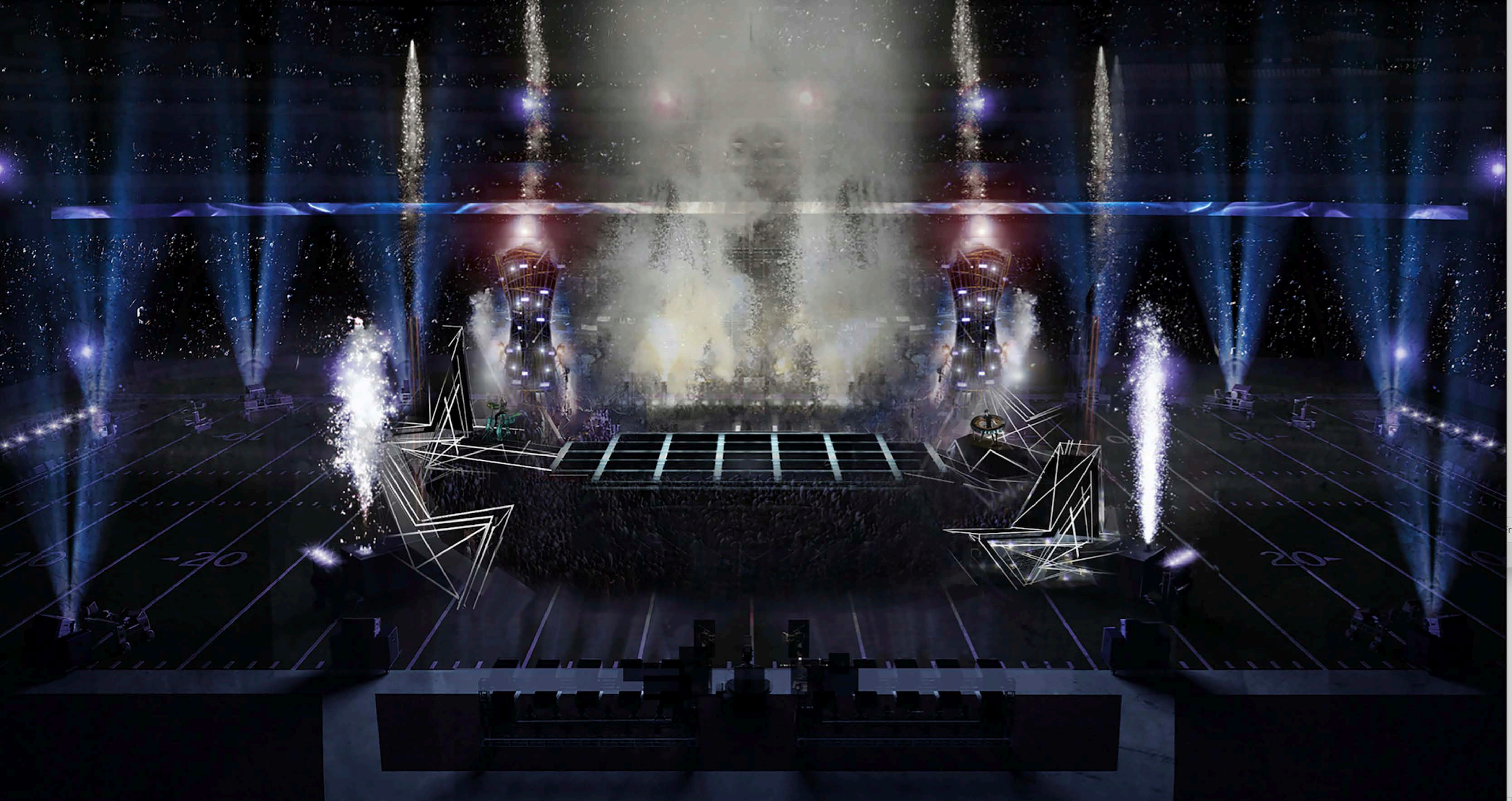


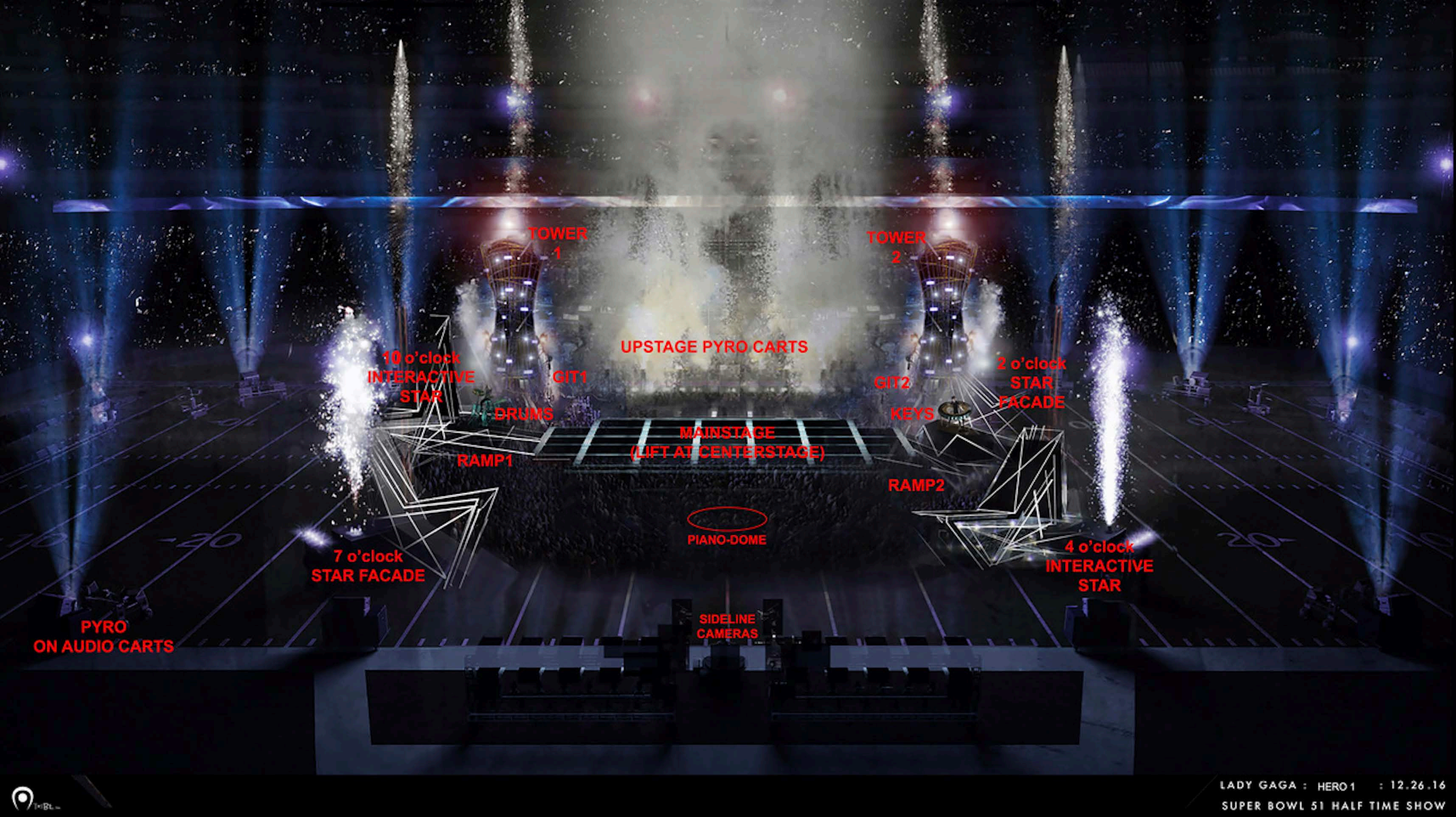












TOWER 1

TOWER 2

UPSTAGE PYRO CARTS

10 o'clock
INTERACTIVE
STAR

GIT1

DRUMS

GIT2

KEYS

2 o'clock
STAR
FACADE

RAMP1

MAINSTAGE
(LIFT AT CENTERSTAGE)

RAMP2

PIANO-DOME

7 o'clock
STAR FACADE

4 o'clock
INTERACTIVE
STAR

PYRO
ON AUDIO CARTS

SIDELINE
CAMERAS







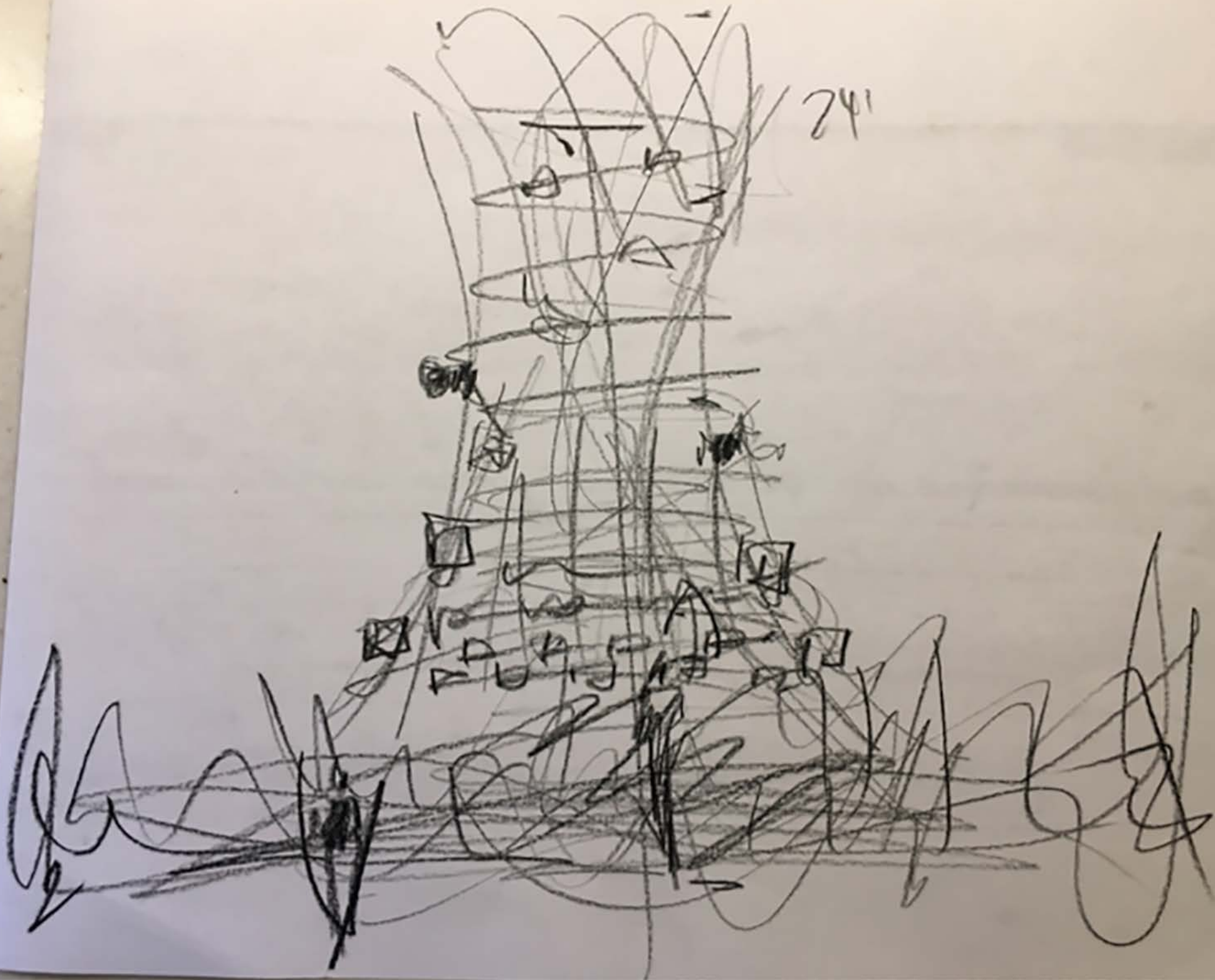


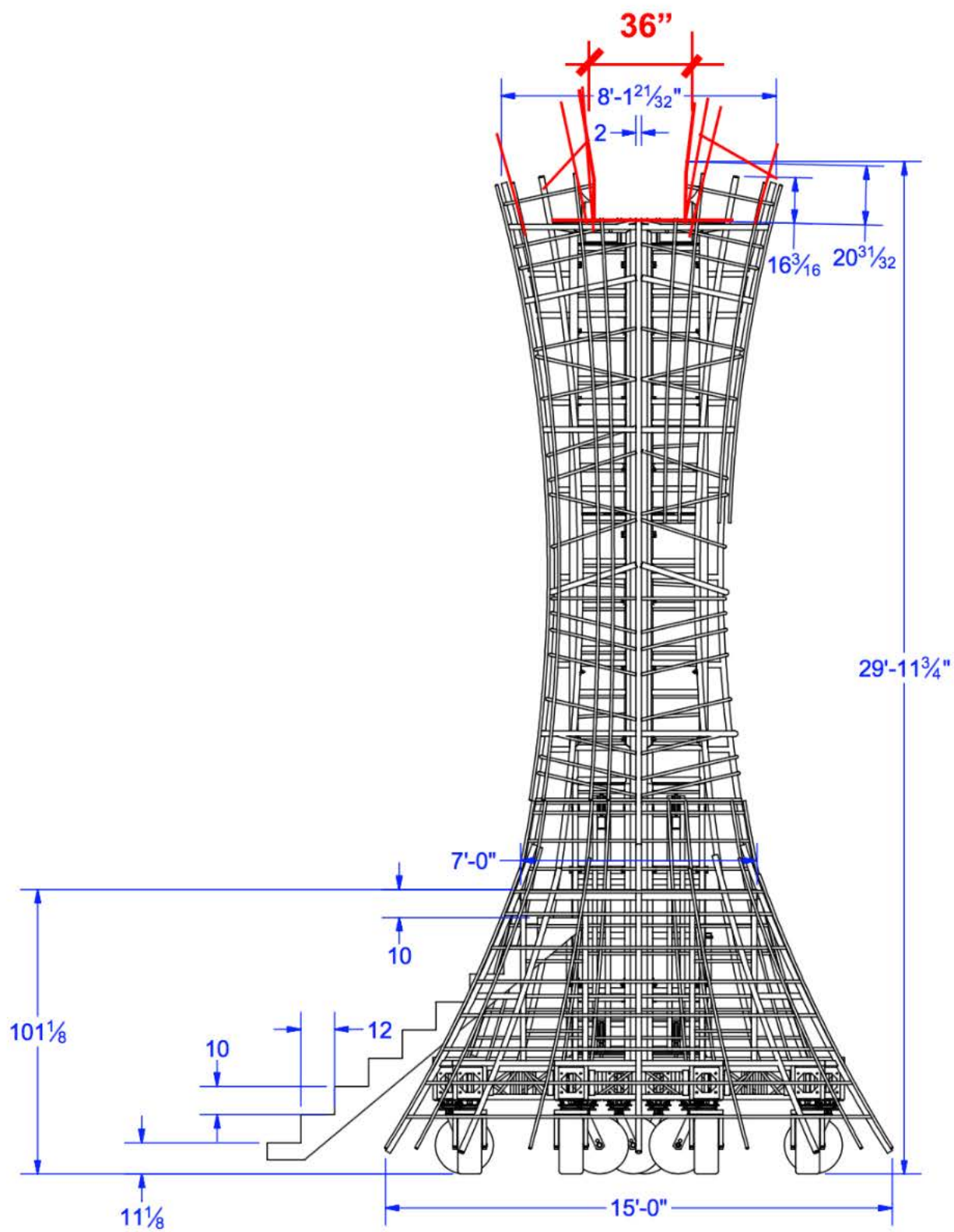






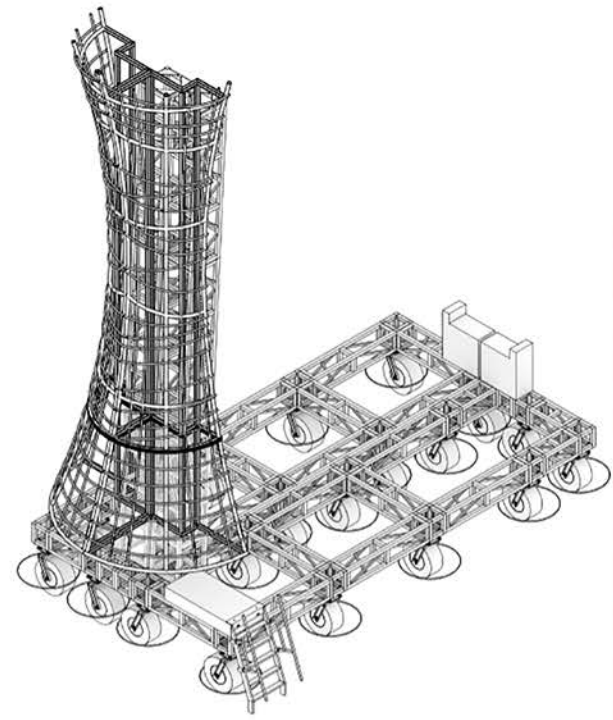
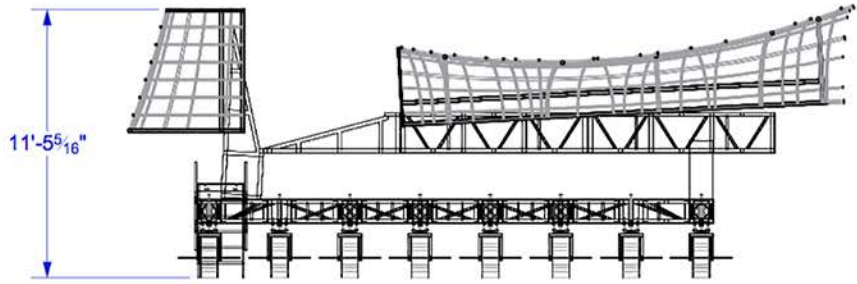
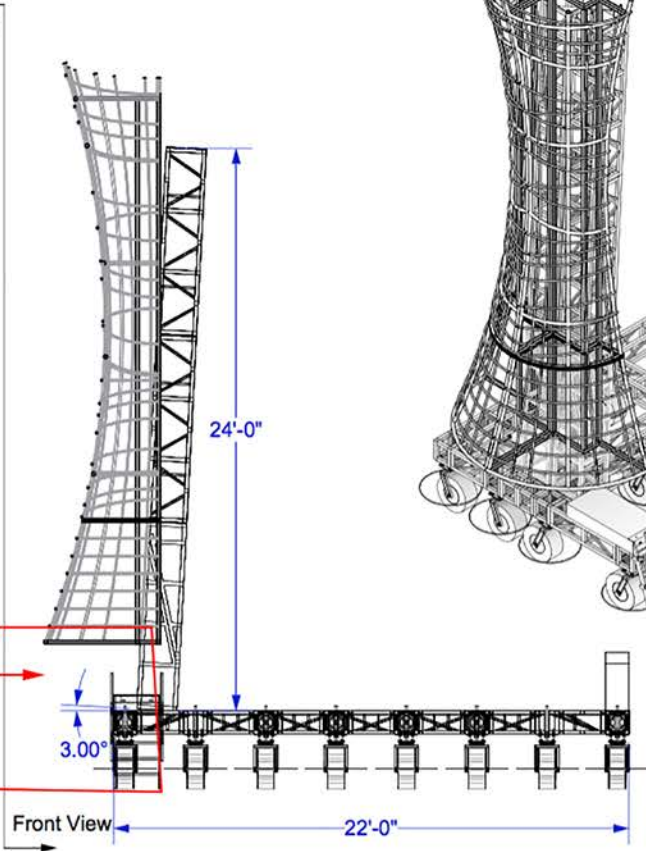
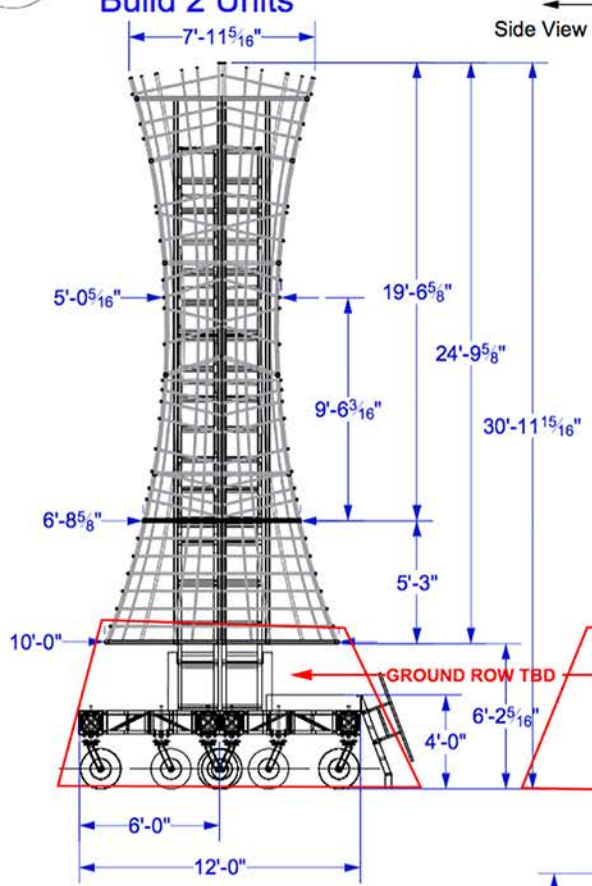
241





1
1.0

Tower Concept
Scale: 3/16" = 1'-0"
Build 2 Units



PRELIMINARY

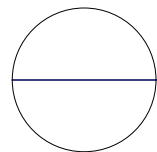
Project Name: Super Bowl 2017
File Name: Tower Prelim v2.vwx
Project Number:
Date: 12/1/16
Revision: 1.0
Scale: As Noted On 11x17 Page
General Notes:

Drawn By: James A. Casalino

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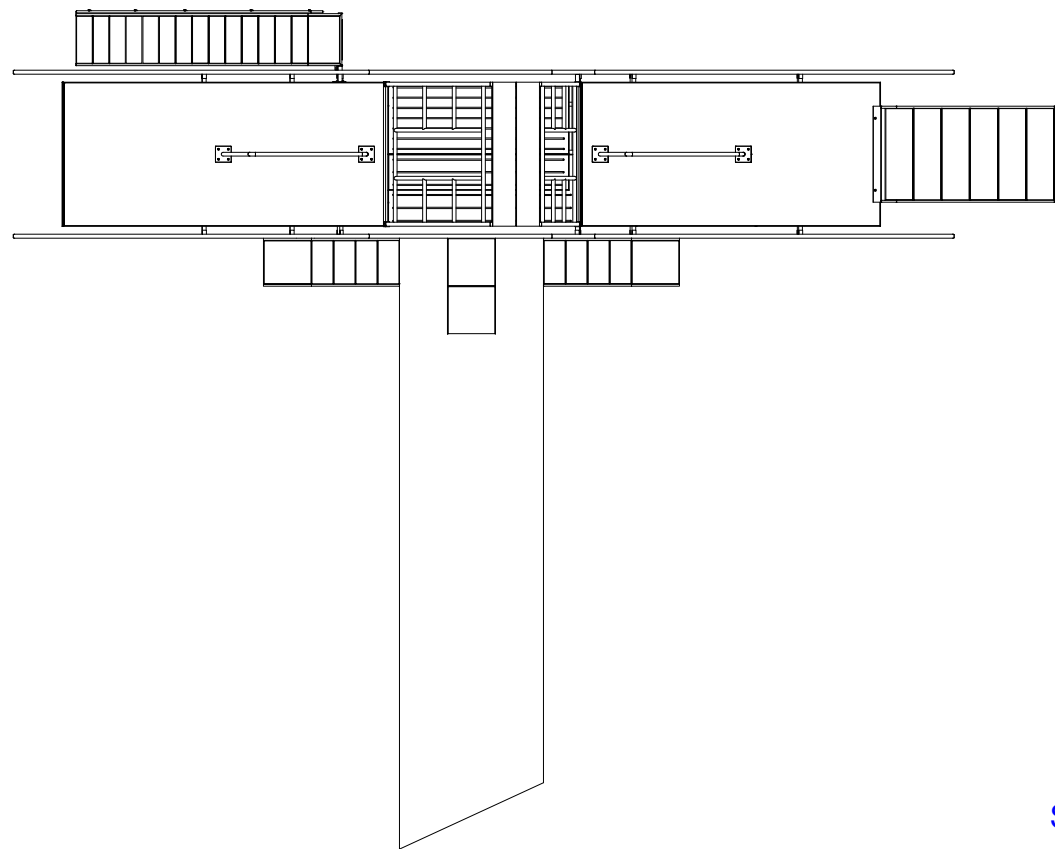
ALL ACCESS
STAGING & PRODUCTIONS

1320 Storm Parkway • Torrance • CA 90501
Telephone: 310-784-2464 • Fax: 310-517-0899



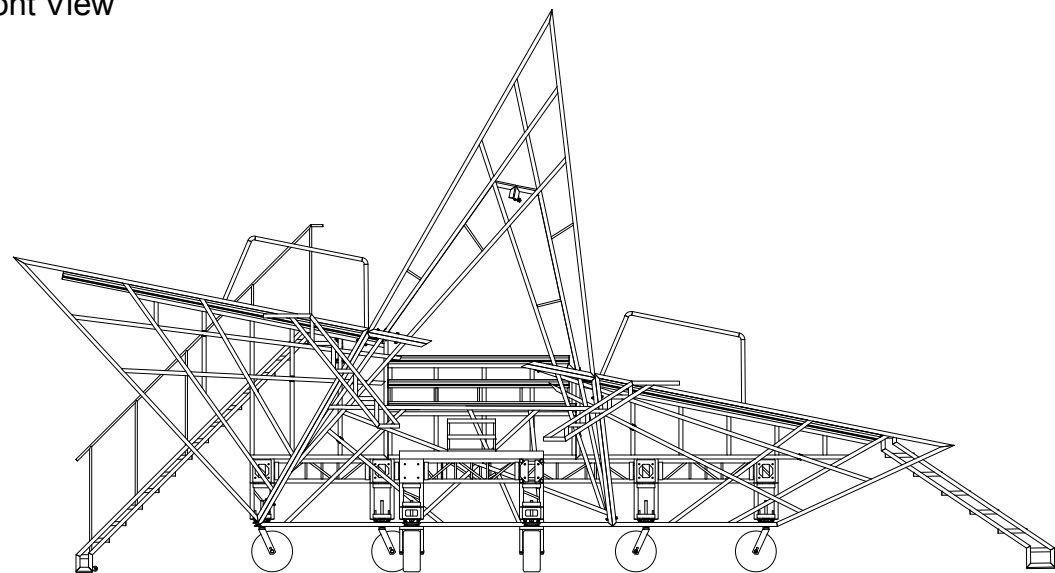
SBL LI-Dancer Star-Floating Stairs

Scale: 1/8"=1'



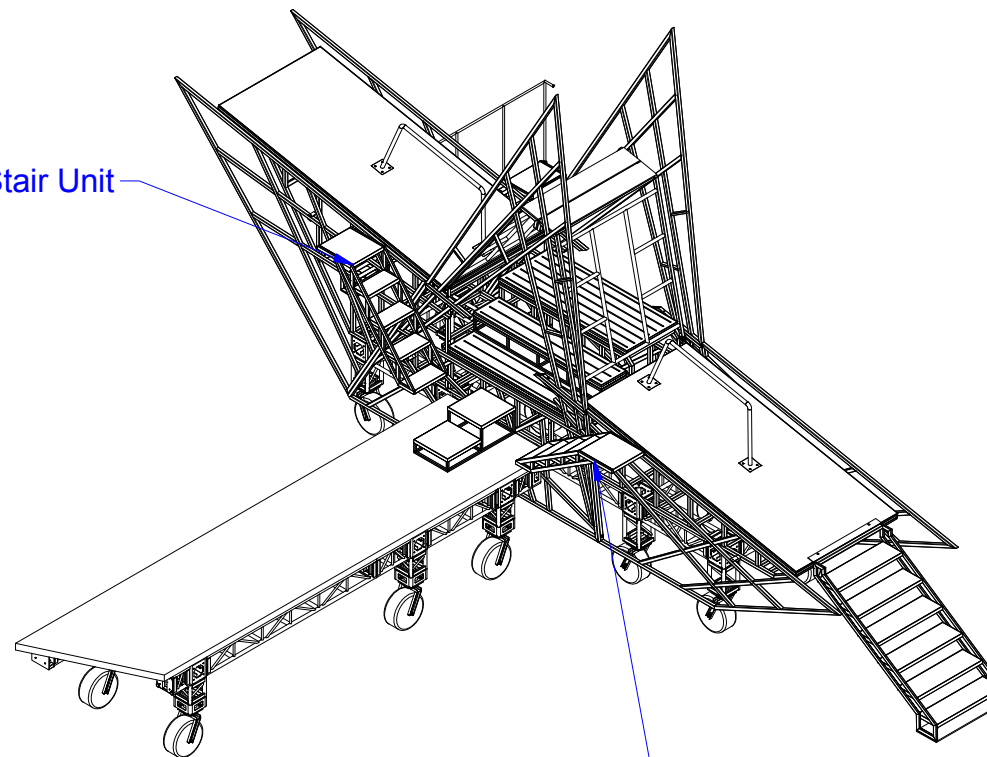
Top View

Front View



Front View

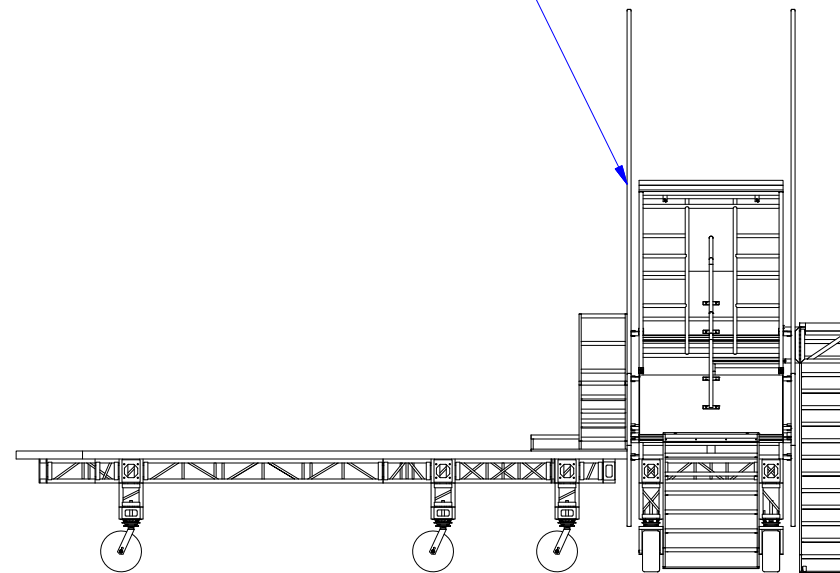
Side View



Tall Stair Unit

Short Stair Unit

Stair units are as flush to the front of the star frames as possible



Project Name: SBL LI-Dancer Star-Floating Stairs

File Name: Dancer Star-Floating Stairs.dwg

Project Number: 12824

Date: 1/9/2017

Revision: 2.0

Sheet: 1 of 8

Scale: As Noted On B Paper

General Notes:

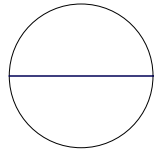
Modified By:

Drawn By: Nick Vogelphohl

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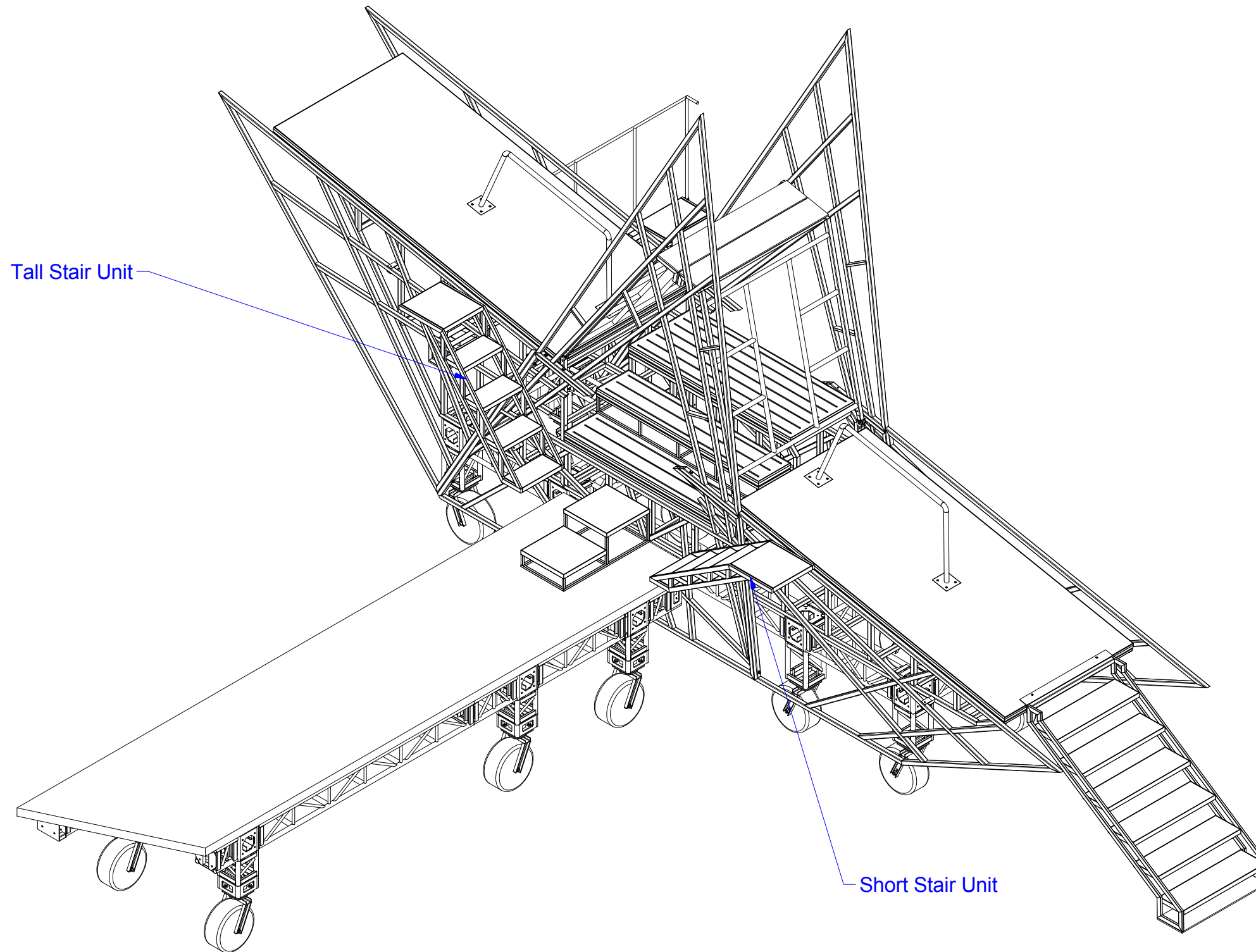


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Telephone: 310-784-2464 • Fax: 310-517-0899



SBL LI-Dancer Star-Floating Stairs-Iso View

Scale: 1/4"=1'



Project Name: SBL LI-Dancer
Star-Floating Stairs

File Name: Dancer
Star-Floating Stairs.dwg

Project Number: 12824

Date: 1/9/2017

Revision: 2.0

Sheet: 2 of 8

Scale: As Noted On
B Paper

General Notes:

Modified By:

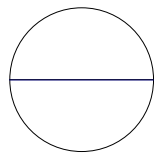
Drawn By: Nick Vogelwohl

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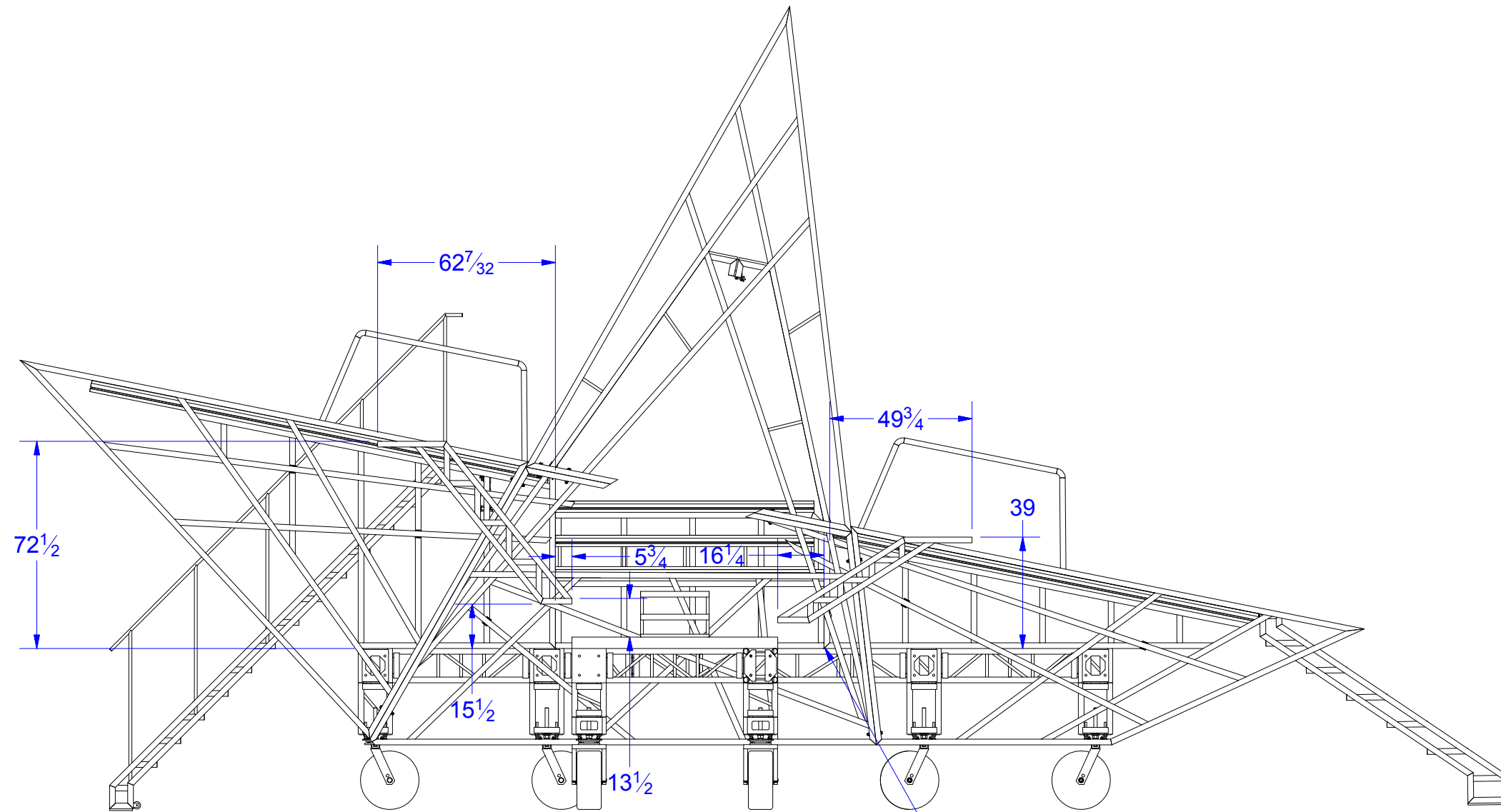


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SBL LI-Dancer Star-Floating Stairs-Front View

Scale: 1/4"=1'



Dimensioned from the edges of the center platform frame

Project Name: SBL LI-Dancer Star-Floating Stairs

File Name: Dancer Star-Floating Stairs.dwg

Project Number: 12824

Date: 1/9/2017

Revision: 2.0

Sheet: 3 of 8

Scale: As Noted On B Paper

General Notes:

Modified By:

Drawn By: Nick Vogelpohl

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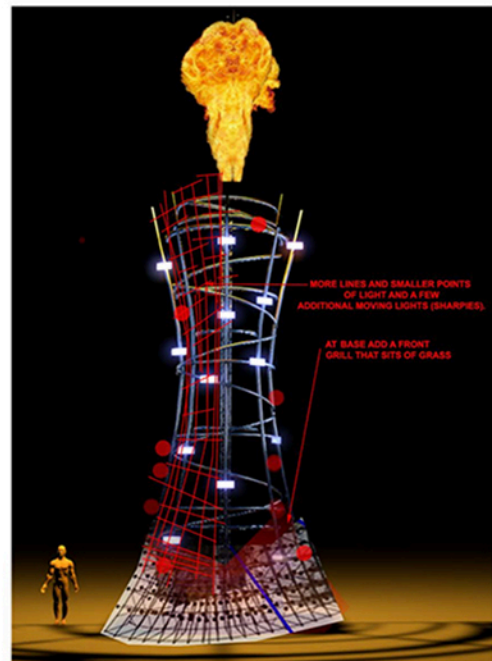
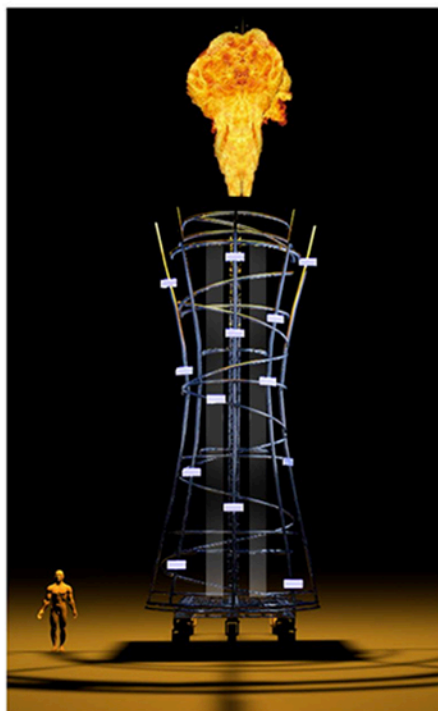
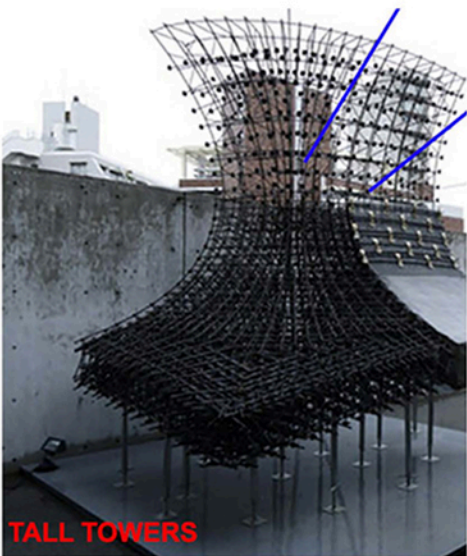
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11.23.16



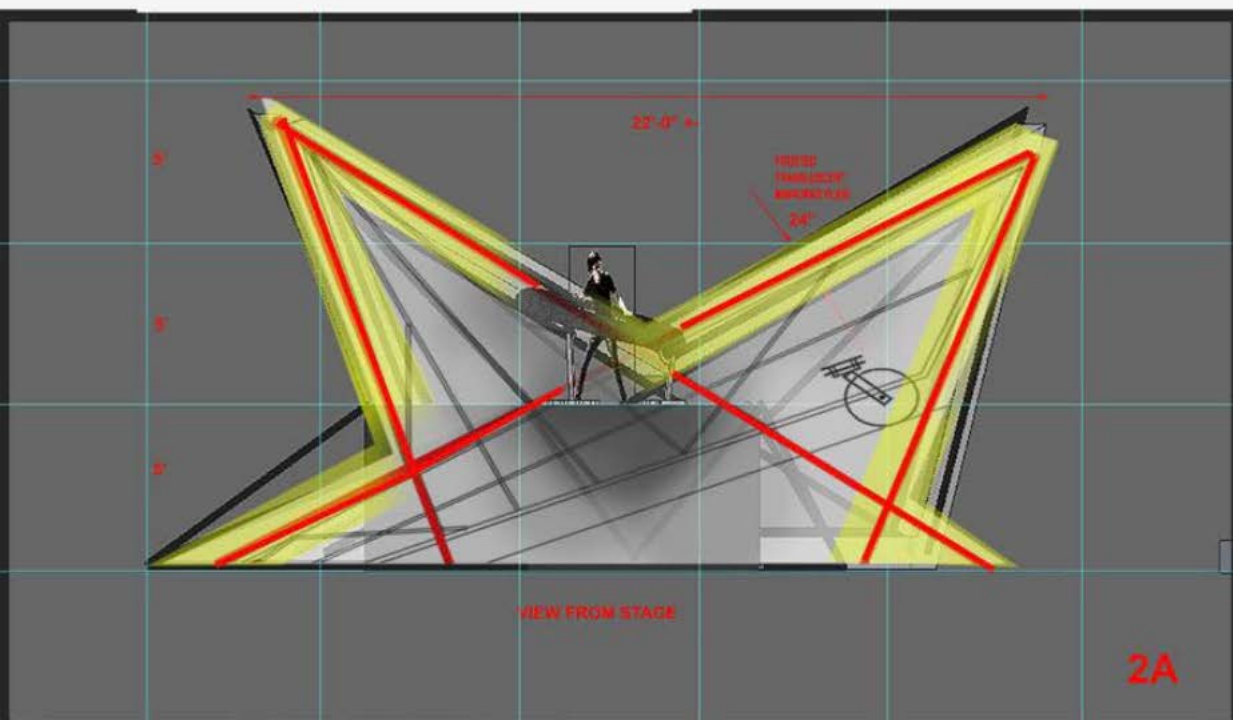
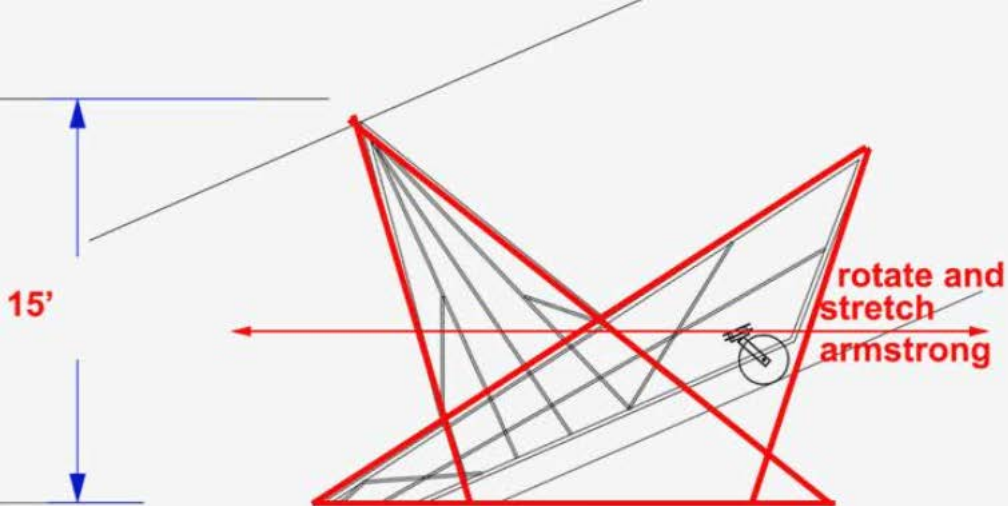
11.23.16



11.23.16



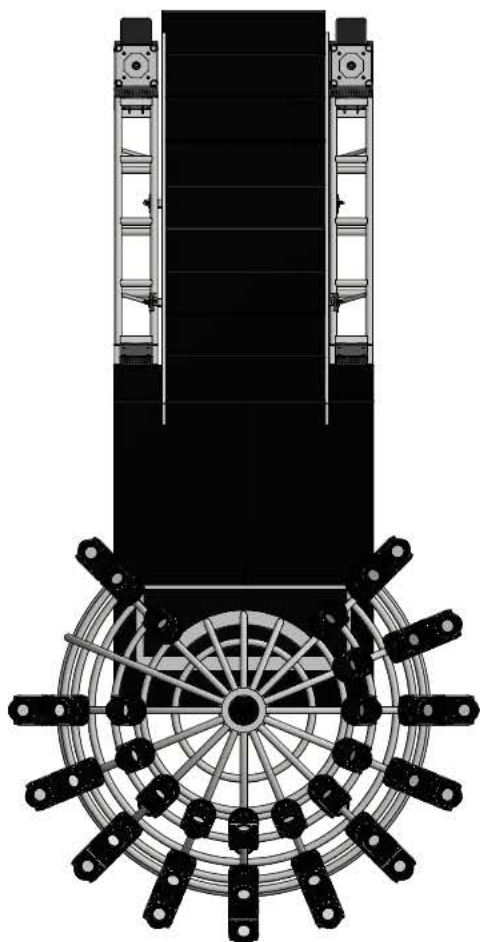




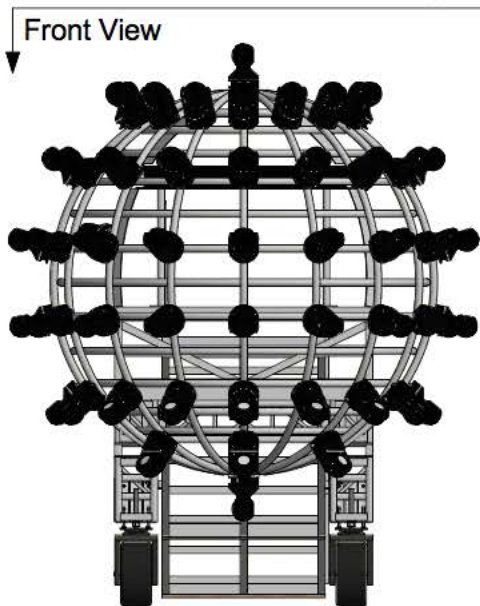




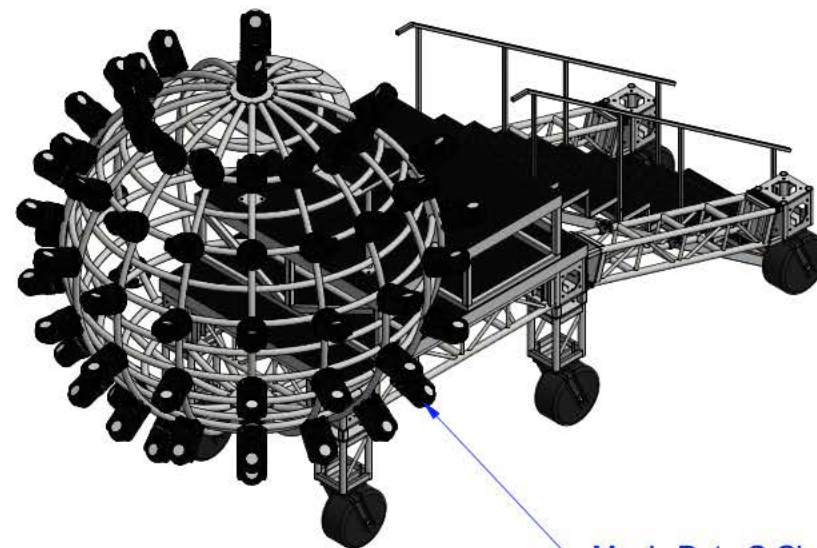
Build 1 Unit



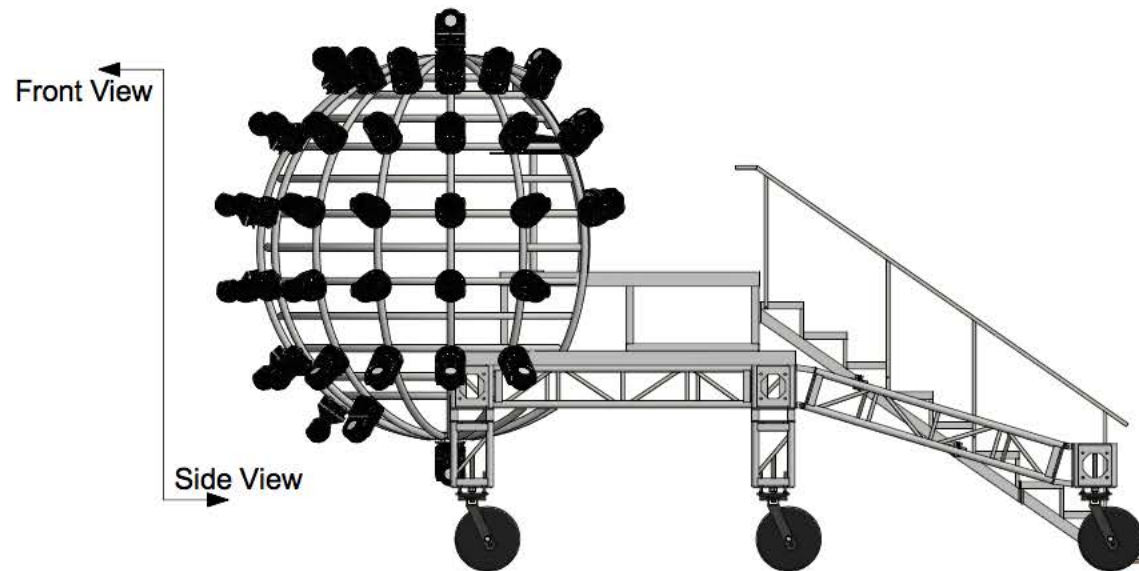
Top View



Front View



Magic Dots-C Clamp on



Front View

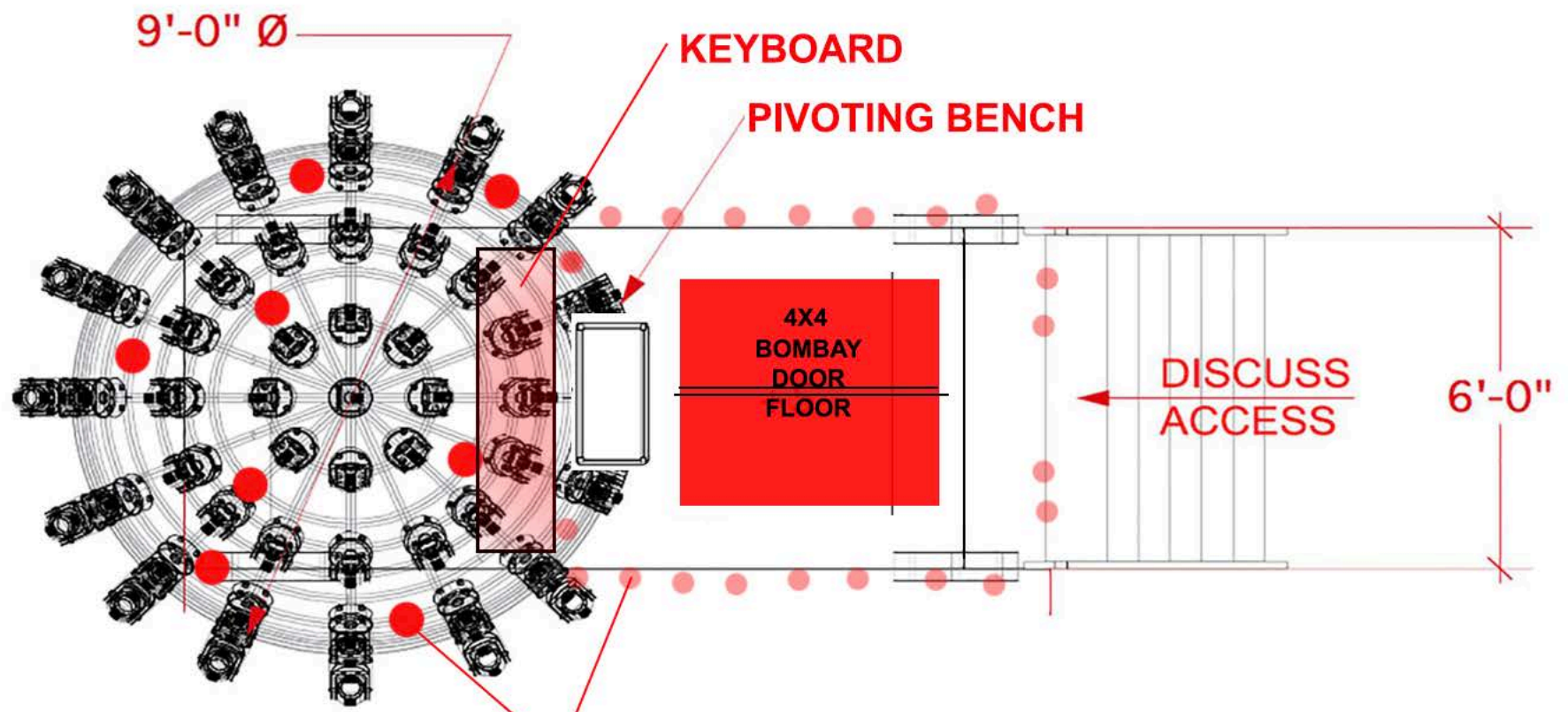
Side View



9'-0"

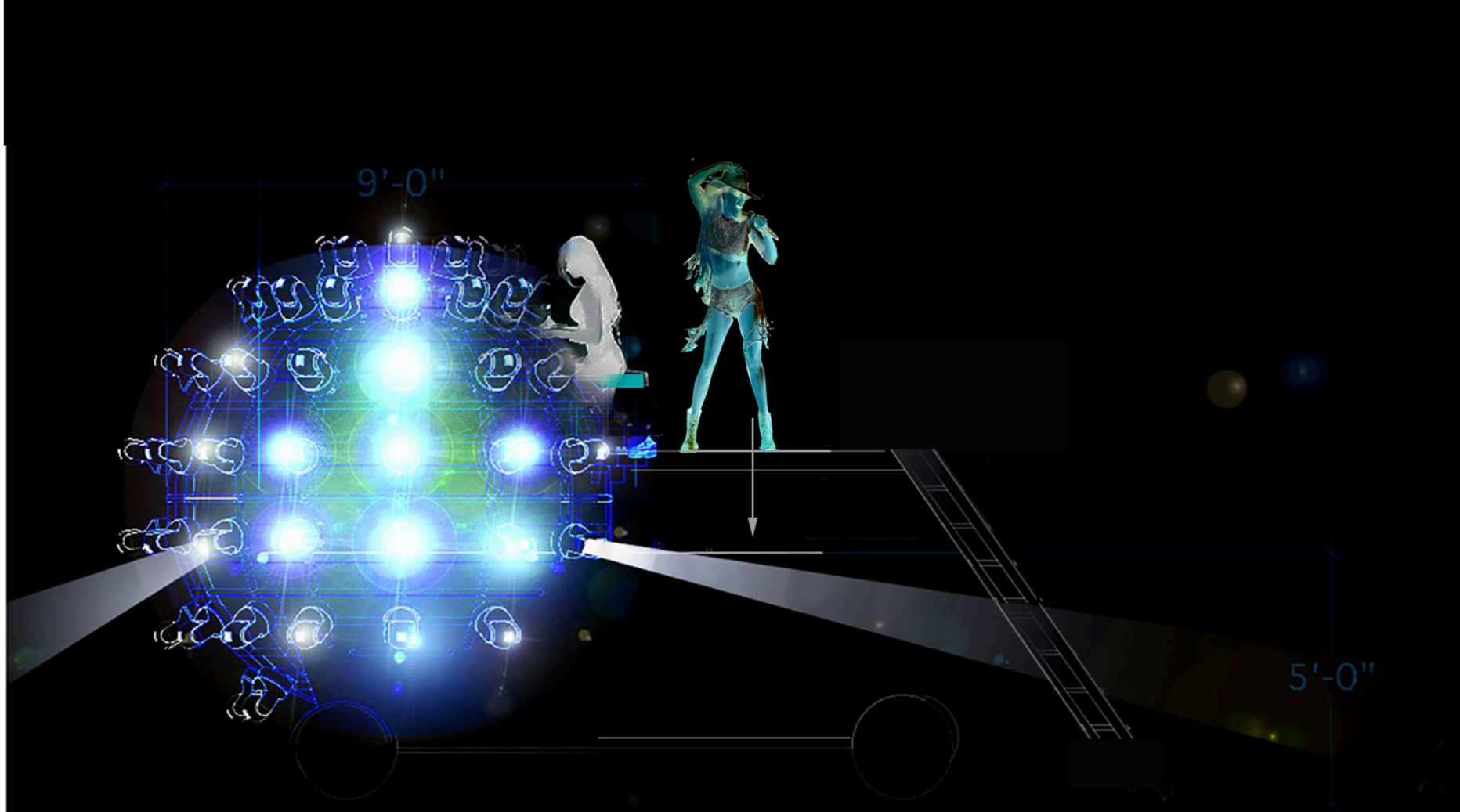
5'-0"

ELEVATION

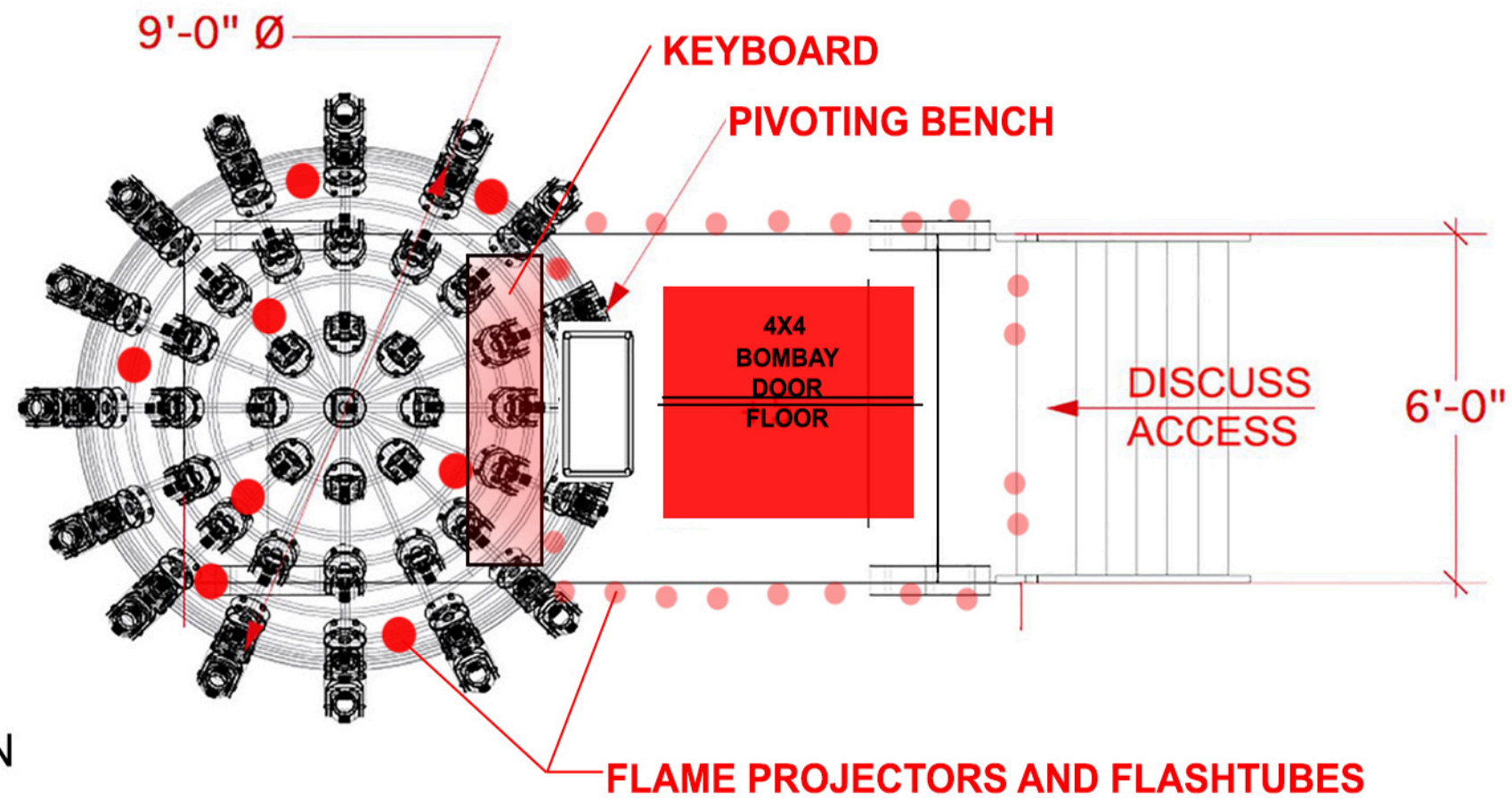


PLAN

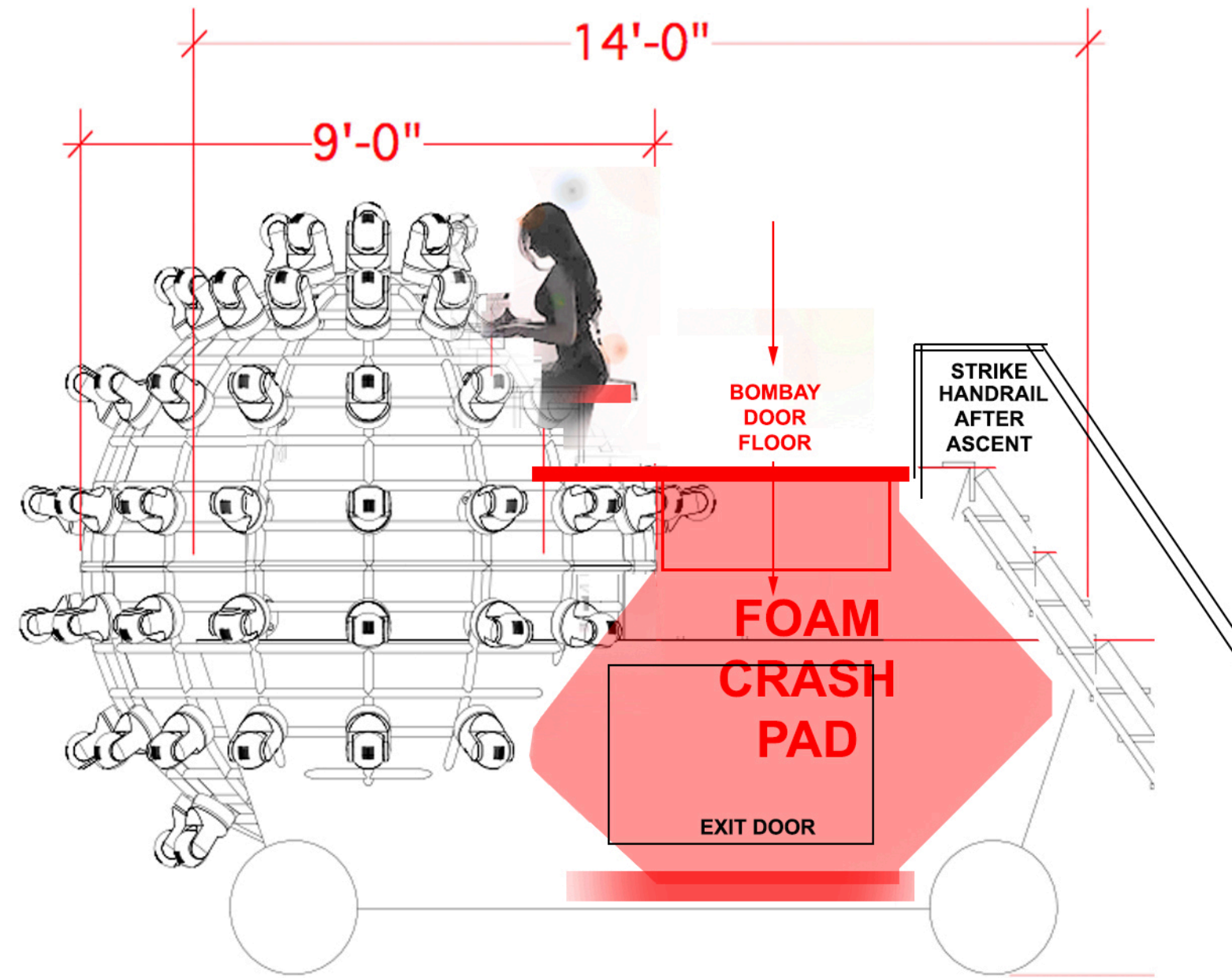
FLAME PROJECTORS AND FLASHTUBES



ELEVATION



PLAN

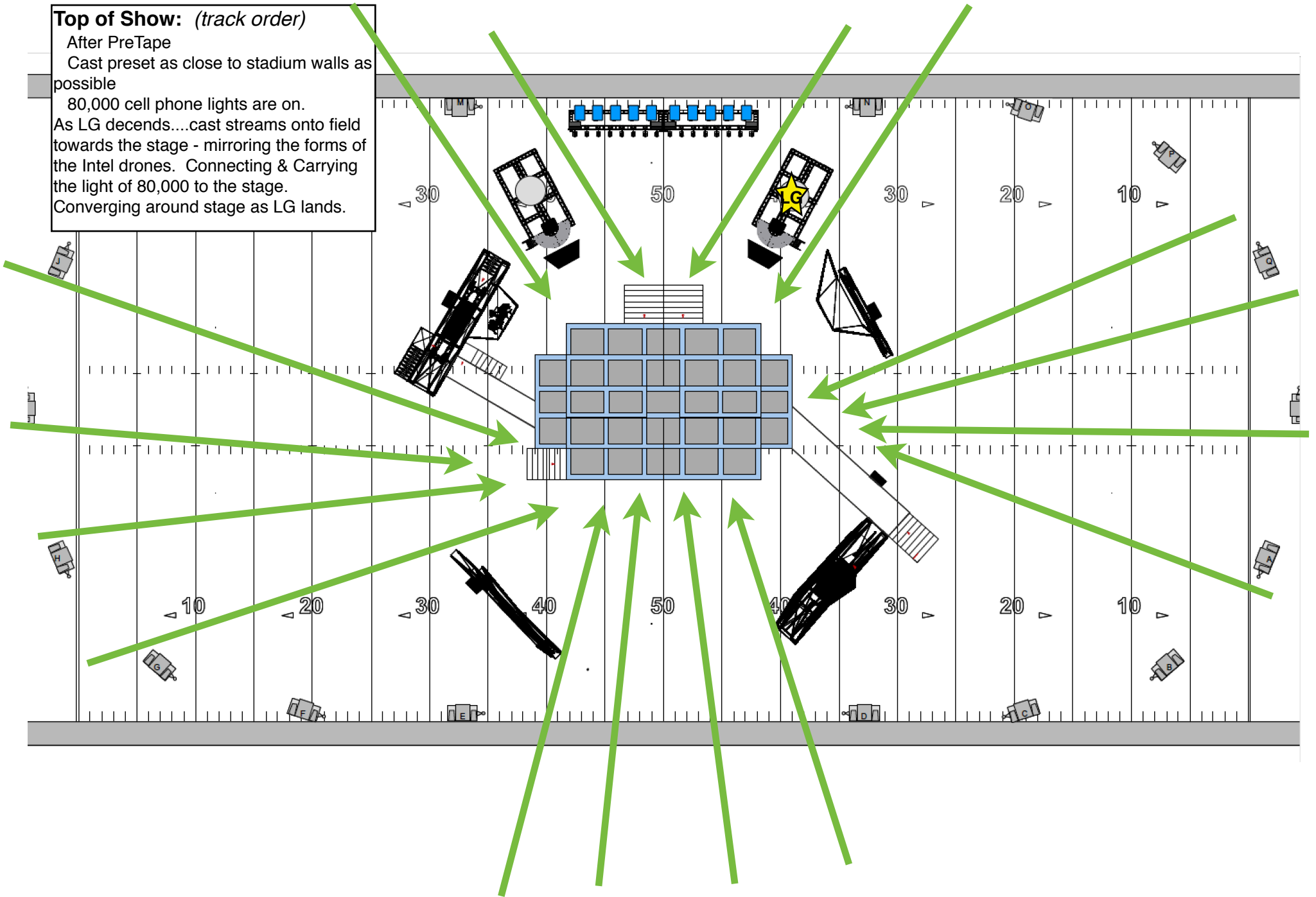






JUST
JARED

Top of Show: (track order)
After PreTape
Cast preset as close to stadium walls as possible
80,000 cell phone lights are on.
As LG descends....cast streams onto field towards the stage - mirroring the forms of the Intel drones. Connecting & Carrying the light of 80,000 to the stage.
Converging around stage as LG lands.

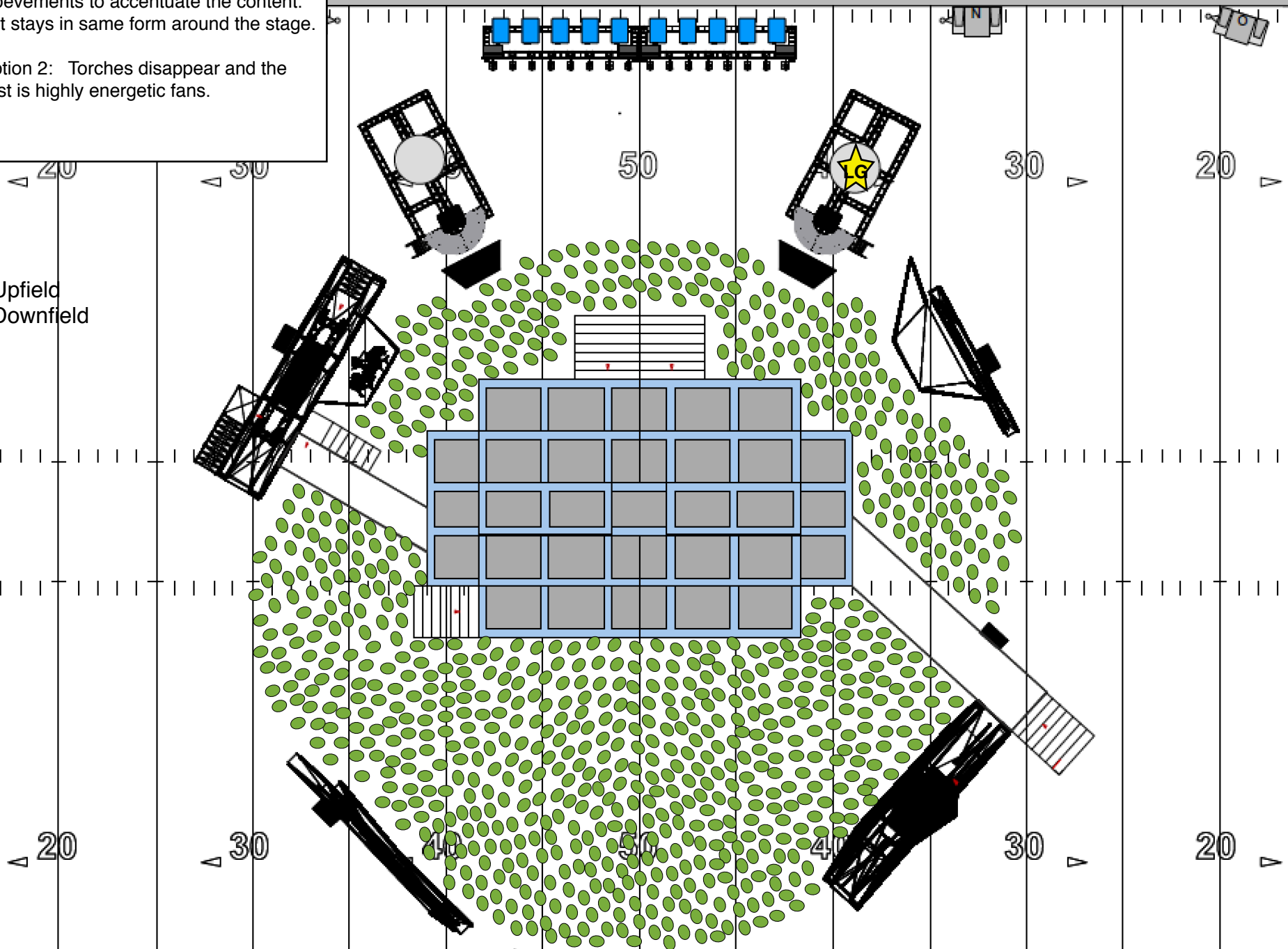


Poker Face:

Option 1: Torches run content...spinning record, pulsing lights, etc. Cast does arm movements to accentuate the content. But stays in same form around the stage.

Option 2: Torches disappear and the cast is highly energetic fans.

250 Upfield
550 Downfield



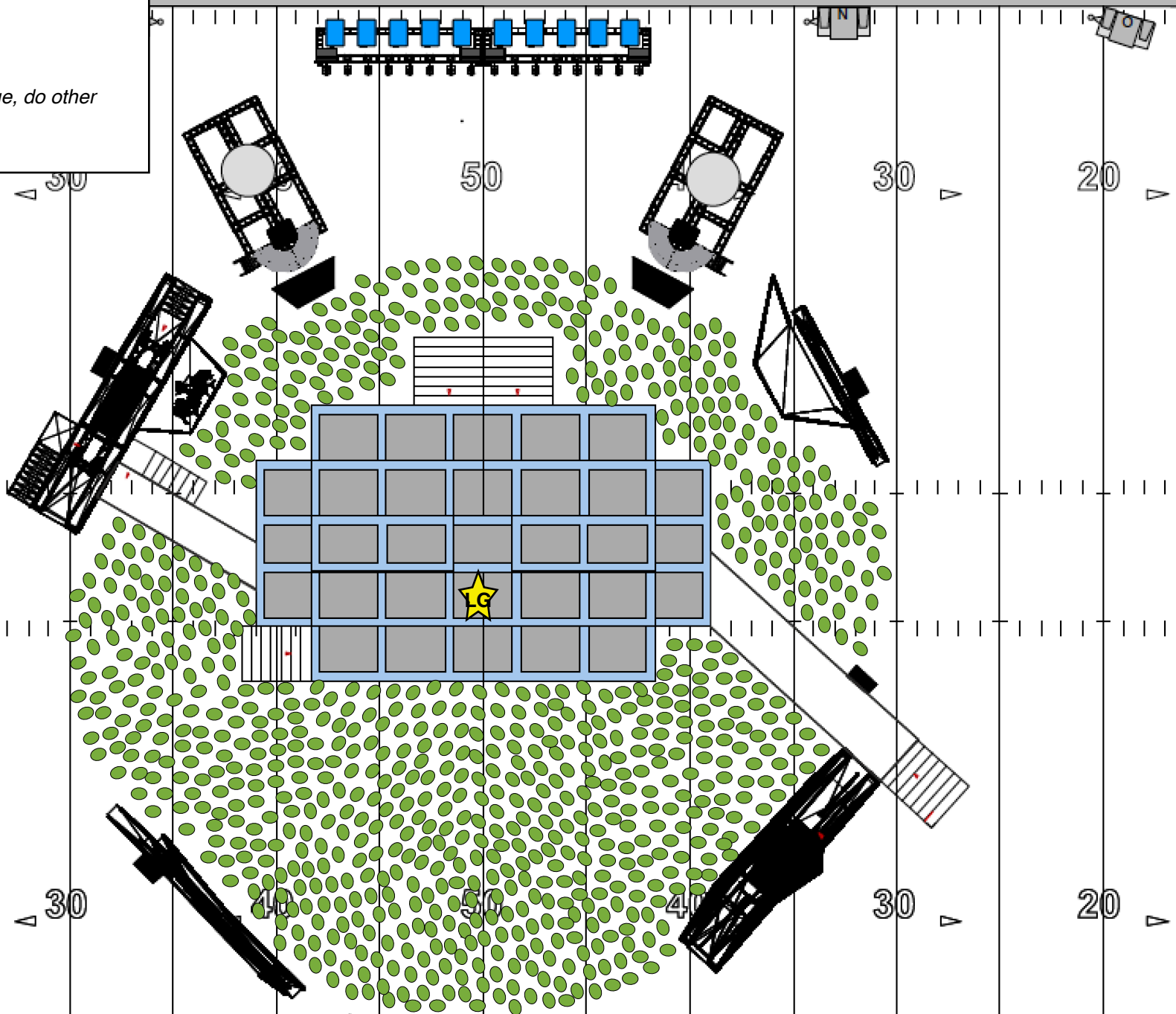
Born This Way (1:09):

Torches disappear and the cast is highly energetic fans.

Dancers

Opportunity to Cross stage, do other "unique" fan moments.

250 Upfield
550 Downfield

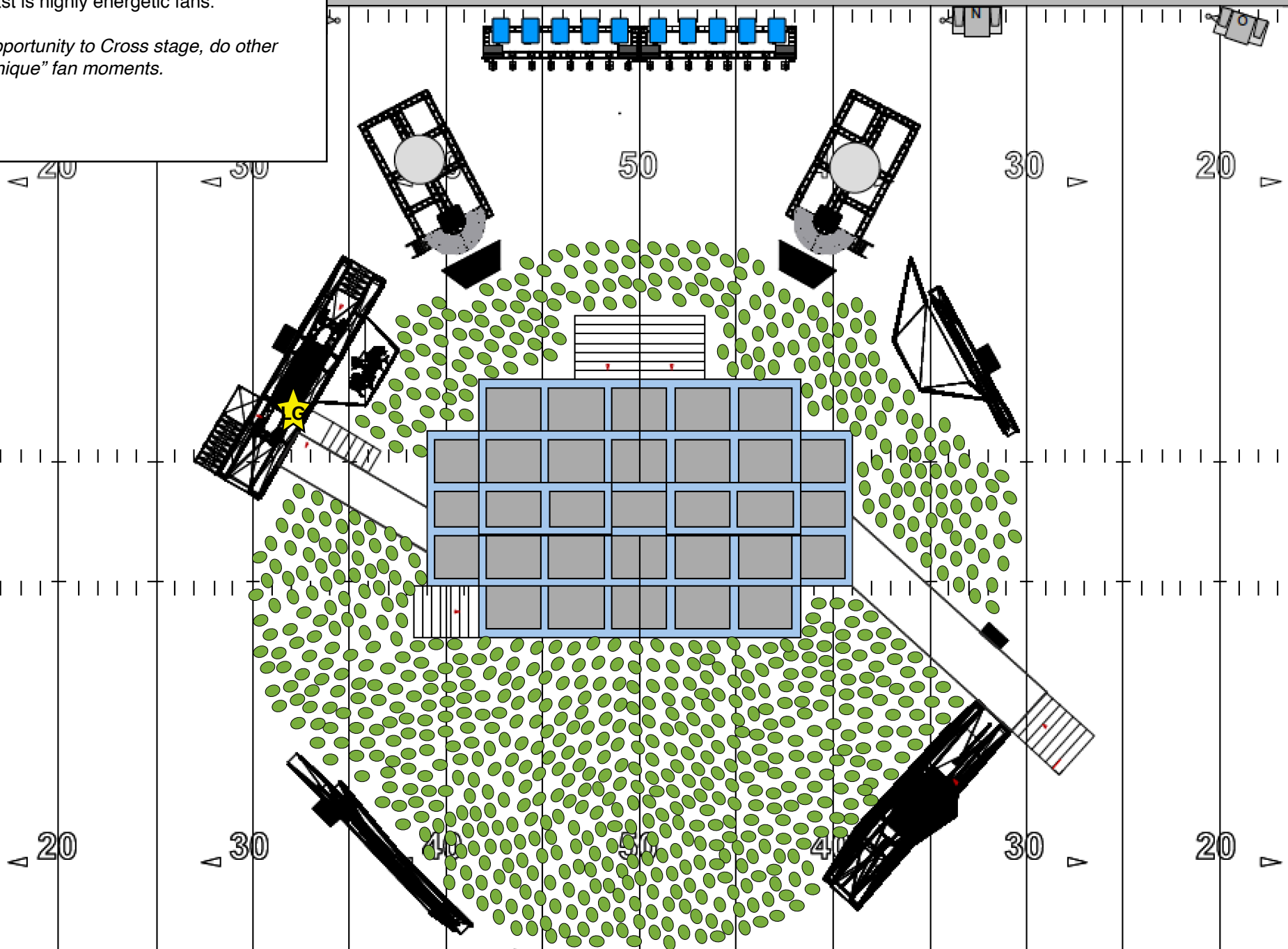


Telephone (3:41) :

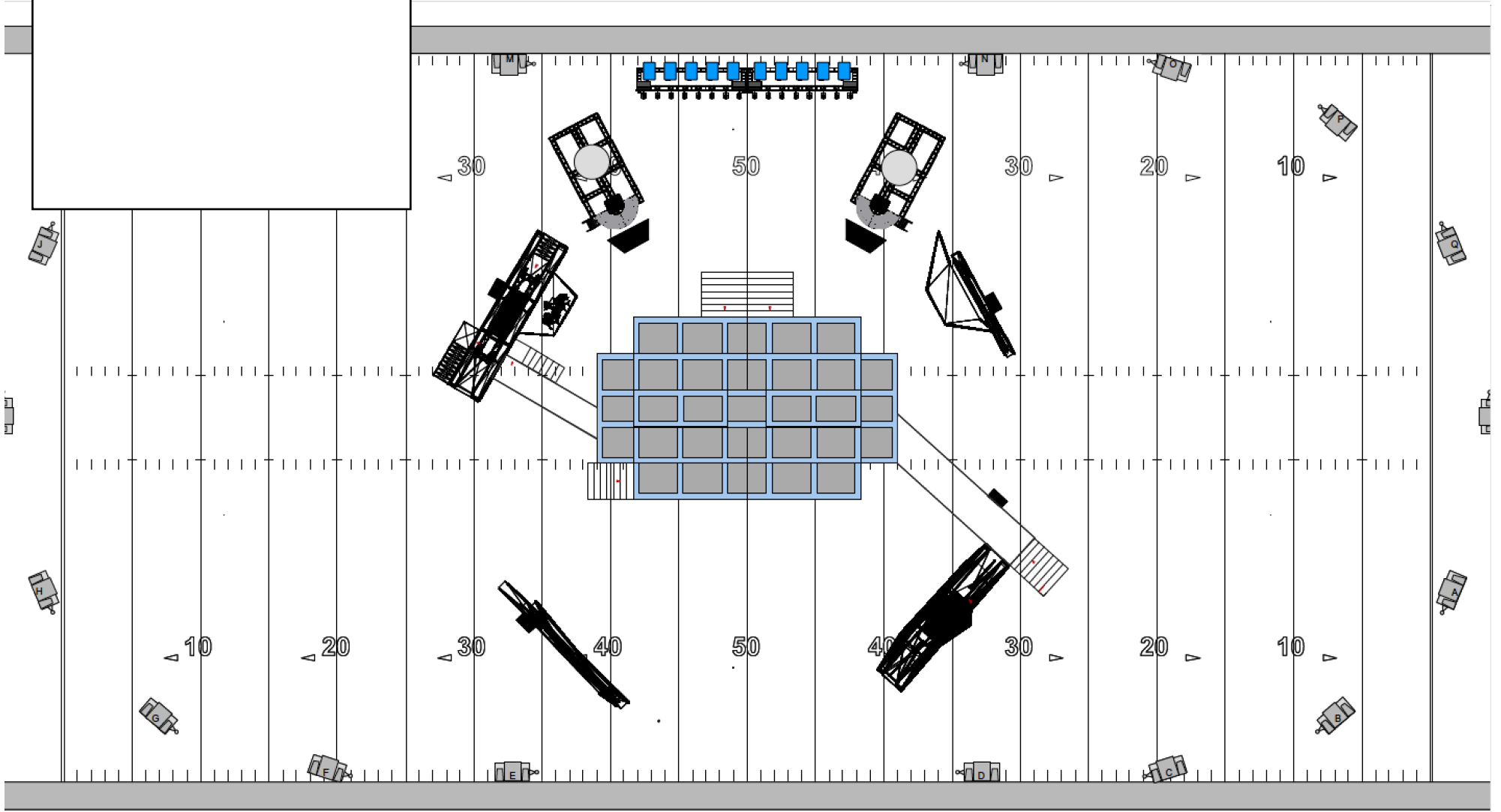
LG & Dancers on Stg Rt Star

Cast is highly energetic fans.

*Opportunity to Cross stage, do other
"unique" fan moments.*



JUST DANCE: *(separate)*

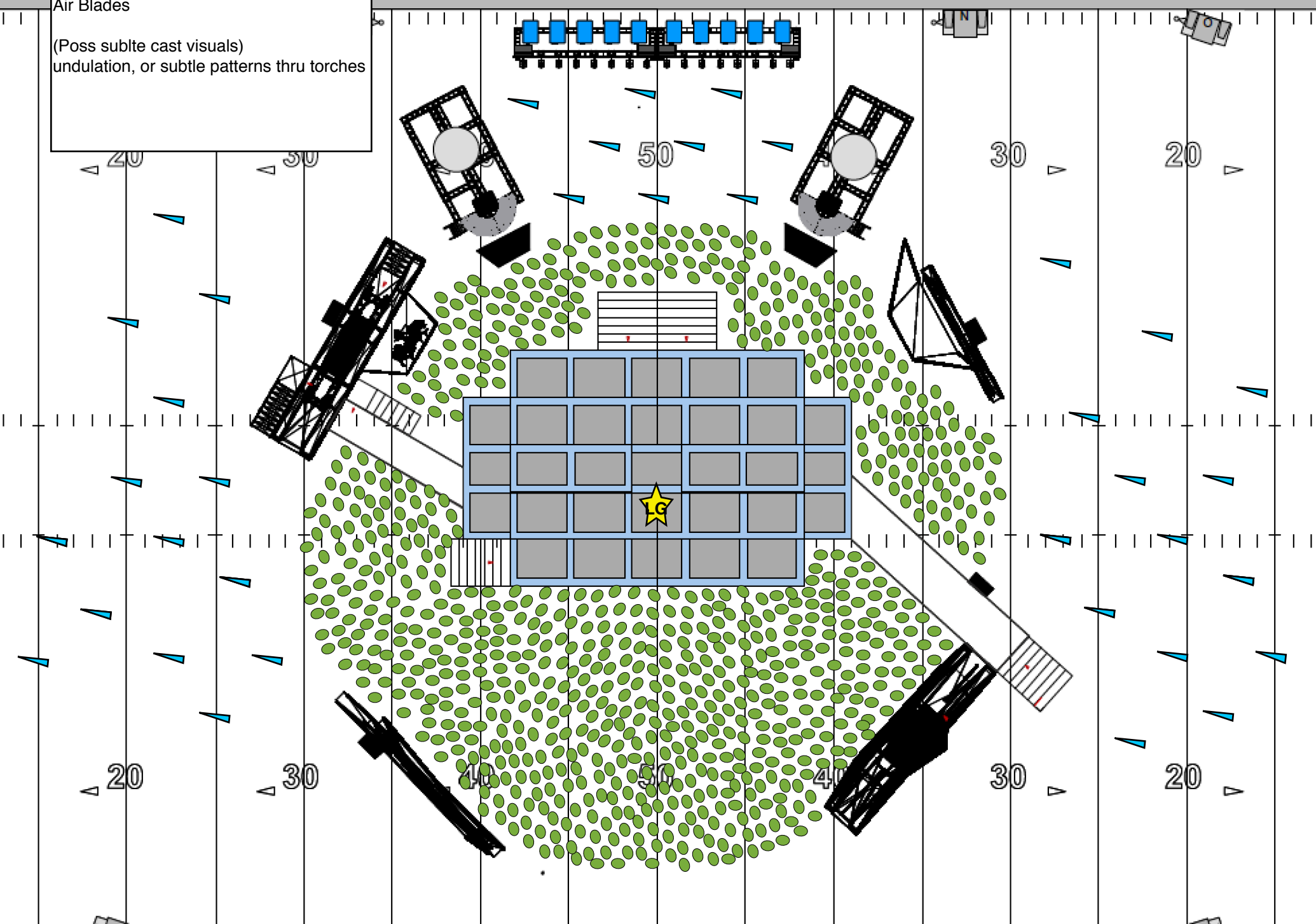


You & I (7:00):

LG on guitar w/ 2 band Guitars

Air Blades

(Poss subtle cast visuals)
undulation, or subtle patterns thru torches

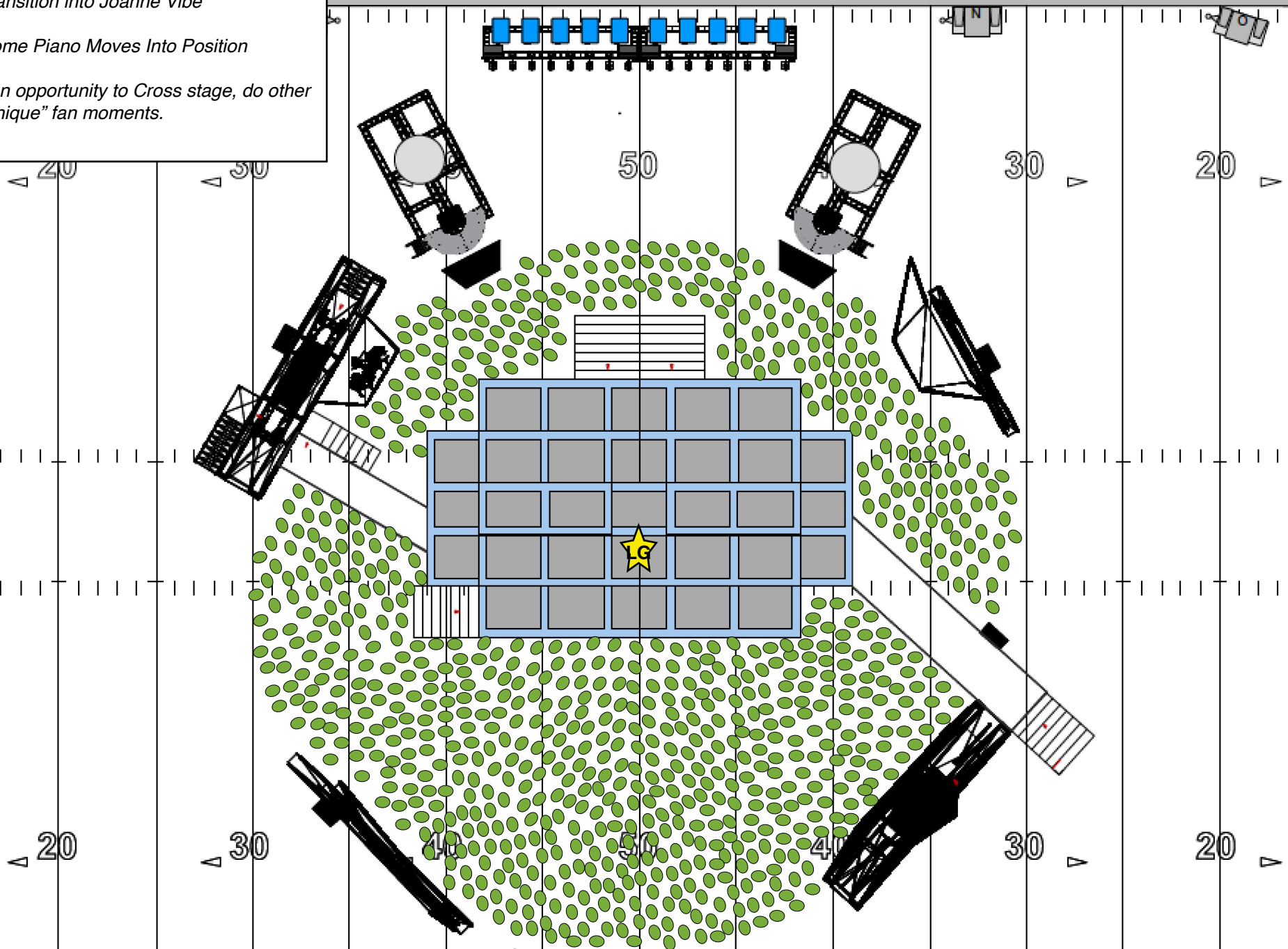


Applause (8:51):

Guest Artist
Transition into Joanne Vibe

Dome Piano Moves Into Position

*Fan opportunity to Cross stage, do other
"unique" fan moments.*

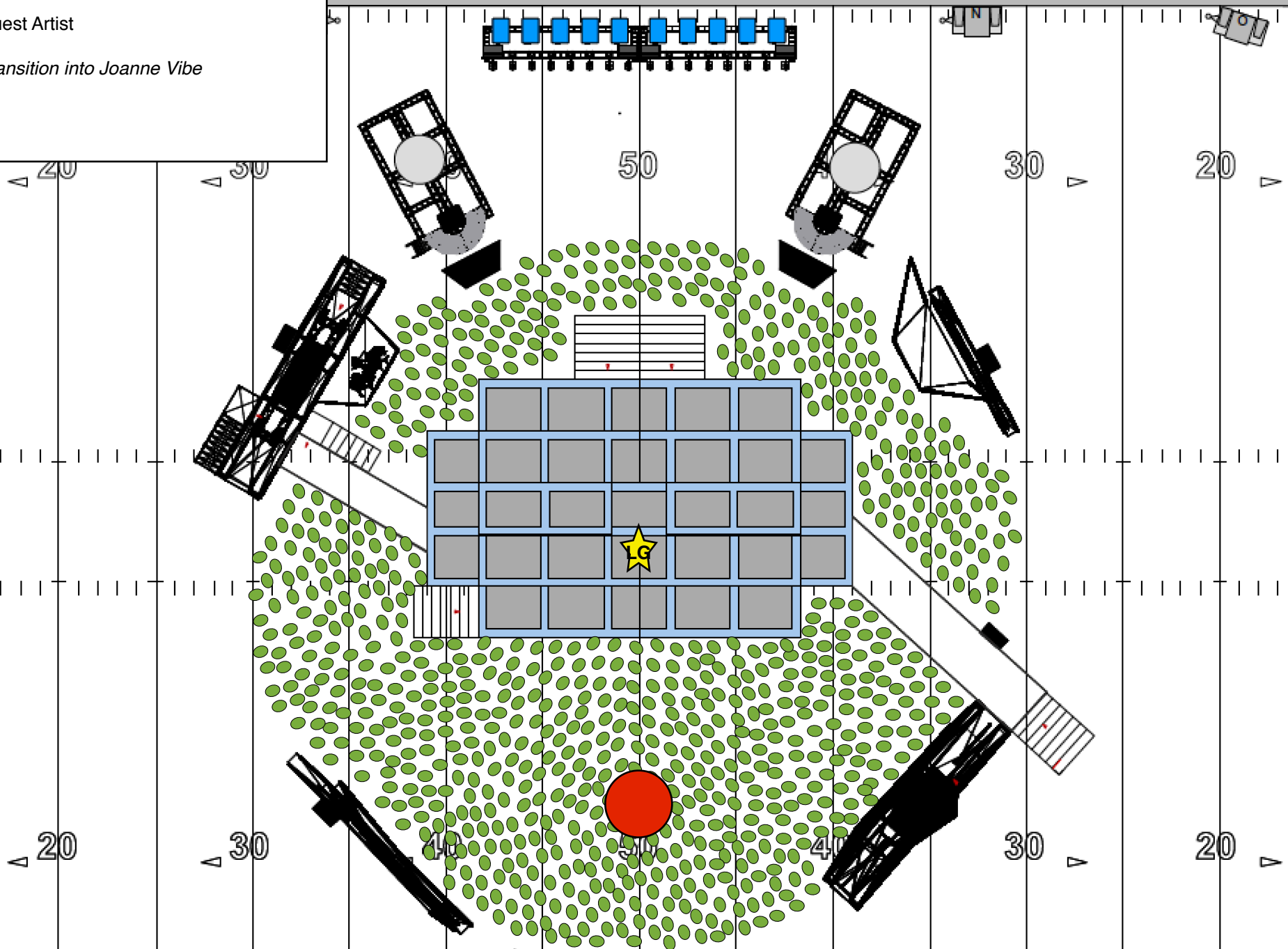


A Yo (10:21) :

* LG Stage dive moves toward dome
piano

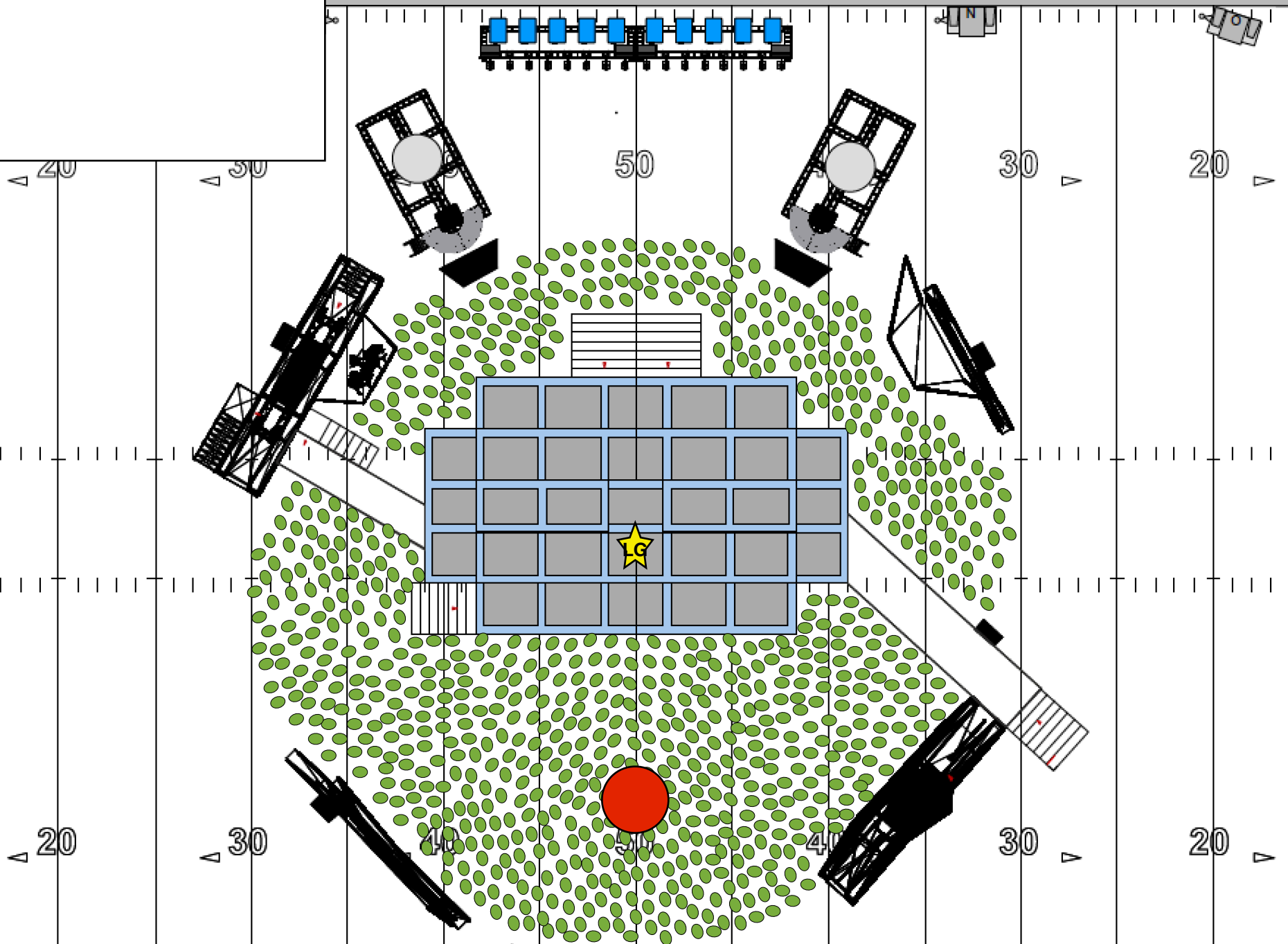
Guest Artist

Transition into Joanne Vibe



Million Reasons (10:52):

Dome piano



Bad Romance (12:03) :

20 Dancers

Rhythmic pulsing - Field Cast

TBD Field Cast - See ideas from "JUST DANCE"

