



**NYX** design



# Vision



# Scale



# Execution



# Company



Founded in 2002, NYXdesign is a partnership of three talented and versatile lighting & media designers. Brian Gale, Abigail Rosen Holmes and Emanuel Treeson combine experience across all facets of design and bring expertise to fit any design application.

- Entertainment
- Television & Film
- Concert
- Corporate Theater
- Themed Entertainment
- Architecture
- Theater

Because of NYXdesign's depth of experience, we understand the design is only as good as the execution and the attention to details. Our projects come in on budget, are staffed by the best crew, and vendors are chosen based on their ability to implement the design and deliver the best service.

Services we provide are:

- **Lighting Design**
- **Video Design**
- **Media Content Management & Coordination**

We collaborate to create the best design & team, and then manage the process from concept & vision, through budgets & staff, to vendors & logistics.

It is our responsibility to see that the shared vision becomes the breathtaking reality.

# Approach



## **Your vision is at the center of the design.**

At the heart of the process is working with our clients to help craft the design. Together we find the moments that illustrate, amaze or inform.

## **What is the story that is being told?**

That is always the first question we ask. Every project, no matter if it is a corporate presentation, a one off event, a theme park, or a concert tour contains a narrative that is unfolding. Every image created becomes a frame in which the story is viewed and every cue is an expression of a moment.

## **The concept is translated into unique visuals.**

Mood & place are created by using color, media, texture and angle. We know that an idea can often be more successfully delivered with the use of images that serve to enhance the words being spoken, the song being sung or a product being introduced.

## **Technologies are brushes with which to paint.**

We are fluent in the most current of technologies as well as the oldest of theatrical techniques. We excel at seamlessly blending them together in unexpected ways to create something all together different.

## **Design into reality creating lasting images.**

Balancing all needs, both visual and financial, we create designs that surprise, startle, intrigue, and stay present in the audience's mind long after the last light has faded to black.

# Brian Gale - Principal



Brian Gale spent 24 years with the Walt Disney Company, 15 of those years with Walt Disney Imagineering as a Principal Show Lighting Designer, where he led lighting design teams on projects ranging from Entertainment Spectaculars to complete theme park designs. He has shepherded projects from concept through installation in California, Florida, Mexico, Costa Rica, France and Japan

He has designed the lighting for large spectacles ranging from The World Premiere of Pocahontas in Central Park which debuted in front of 100,000 people, Fantasmic at both the original Disney World production and the redesign of the show which just debuted at Disneyland. He also designed the Nighttime Spectacular at Tokyo Disney Sea, Cinderella Celebration and Dreamlights Electrical Parade at Tokyo Disneyland.

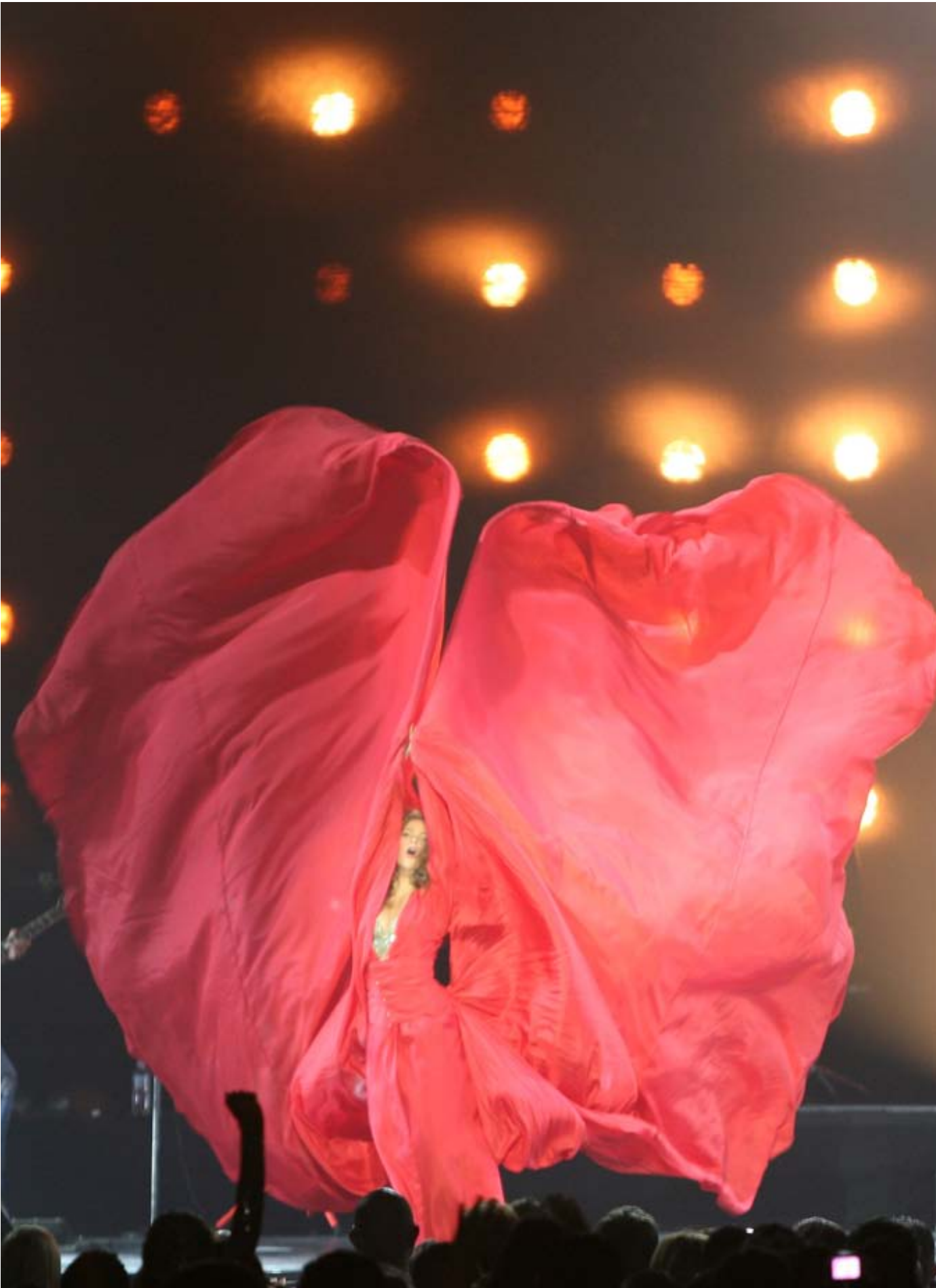
Mr. Gale has done several projects for the Olympics including the Olympic Plaza and Parade for the 2002 Salt Lake Games and the Vancouver Pavilion at the Torino Games in 2006.

One of Mr. Gale's specialties is architainment, the blending of entertainment with permanent architecture. He recently completed the National Harbor project on the Potomac River just outside Washington D.C. He has also consulted on The Ronald Reagan Presidential Library Expansion, Lion King Theater at Hong Kong Disneyland and the Broadway Theater at Disney Sea in Tokyo.

Mr. Gale recently completed the Lighting Design for LA Opera's ambitious 3 year mounting of Richard Wagner's Ring Cycle, and is currently working on projects for the Mark Taper Forum, LA Philharmonic, Sea World San Diego and Tokyo Disneyland.

His previous designs also include the Premiere of The Hunchback Of Notre Dame Live on The Disney Channel, Mickey's Magic Mirror, and the Premiere of Tarzan with Phil Collins.

# Abigail Rosen Holmes - Principal



**Abigail Rosen Holmes** designs span the disciplines of concert, television, special events and corporate, and include work in lighting, media and production design. She is especially known for her ability to translate the wide range of her client's art, music, moods and message into evocative visual imagery.

An Emmy nominated lighting designer, she has designed concert lighting for the Cure, Shakira, Cher, Janet Jackson, Martina McBride, Pet Shop Boys, Peter Gabriel, Bonnie Raitt and Hannah Montana/Miley Cyrus.

Shows Ms. Holmes has lit for television include Martina McBride - Waking Up Laughing for PBS Great Performances, Roger Waters' The Wall in Berlin in 1990, the Jazz at Lincoln Center Higher Ground Hurricane Relief Benefit for PBS, Jean Michel Jarre for NHK Television Japan, and Fox's New Year's Eve Live from Times Square. Additional work for camera includes Hannah Montana and Miley Cyrus; Best Of Both Worlds 3D for Walt Disney Pictures, Shakira's Oral Fixation DVD, and The Cure's Trilogy dvd.

She has also designed for the Robin Hood Foundation Benefits in 2000, 2001, 2003 and 2004, the Little Mermaid on Ice, and the 1998 and 1999 Ringling Brothers Barnum and Bailey Circuses for Feld Entertainment. She designed lighting and video for a performance of Stravinsky's Firebird Suite for the Dallas Symphony Orchestra.

Ms. Holmes has created video for Martina McBride, The Cure, the Turner Broadcasting Upfront, and has designed projection effects for Bryan Ferry, Fine Young Cannibals, and Herbie Hancock. Her production designs include The Cure, Cheetah Girls, Pet Shop Boys, Fine Young Cannibals, and Thompson Twins.

She has designed corporate presentations for Ford, SAP, Nortel, American Express, The Walt Disney Company and Pfizer. Her architectural lighting work includes the Metreon Building; Gateway and Airtight Garage for Sony Entertainment, San Francisco and the Race for Atlantis, IMAX Ride at Caesars Palace, Las Vegas.

Ms. Holmes was a Senior Show Lighting Designer at Walt Disney Imagineering from 1991 to 1995. She received her BA in Art from Brown University.

# Emanuel Treeson - Principal



Emanuel Treeson's lighting and media design credits includes work that spans the disciplines of film, television, corporate presentations, special events, and theater. He is known for his unique large scale special event design. An example is his lighting design of the world premiere of the DreamWorks' film Shark Tale which took place in Venice at the Piazza San Marco, where he was responsible for lighting the entire square and architecture surrounding one of Europe's most historic squares.

Mr. Treeson has designed corporate presentations for some of the largest companies in the world. He has designed lighting and media for many of Microsoft's Xbox 360's media and public events for the past five years including the E3 media briefings and The Zero Hour which was the launch of the console. He has lit large-scale press conferences for Suzuki, Mazda, Mercedes, Ford, and Chrysler. Other recent corporate credits include National Dealer Meetings for Fiat, Hyundai & Suzuki, as well as shows for Microsoft, Longaberger and Amgen.

Other live spectacular credits include the world premiere of Disney's film Pearl Harbor at Pearl Harbor where he lit the entire harbor theatrically for television, including the USS Missouri, the Arizona Memorial and the USS Stennis. Another example of his design work was the world tour of Fantasia 2000. In this design the film was shown while the London Philharmonia played the soundtrack live in sync with the film. The tour launched at Carnegie Hall then moved to the Royal Albert Hall in London, Theatre Champs Elysees in Paris, Orchard Hall in Tokyo and finishing at Pasadena Civic on the eve of the millennium.

He has been brought in to design specific scenes in feature films where the filmmakers have required a theatrical look of scale. Film sequence designs include the final rock concert from Paramount's Rat Race and the boxing sequence from Dickey Roberts.

Mr. Treeson has designed television shows for the BBC, BET, Showtime, LWT and the History Channel. Television credits include the The Beyoncé Experience - Live!, Barrymore in Hollywood and 17th thru the 20th Annual Tejano Music Awards.

# Corporate Credits



CES Disney Keynote  
Microsoft E3 Press Briefing and Social Events, 2006 - 2011  
Fiat 500 Dealer Meeting  
D23  
Windows Phone Night Market  
Disney Consumer Products  
Zero Hour XBOX 360 Launch Event  
Hyundai National Dealer Meeting, 2003 - 2007  
Toyota Tundra Experience and Press Conference, Chicago Auto Show  
Turner Broadcasting Upfronts, 2004 - 2006  
Suzuki National Dealer Meeting, 2005 - 2006  
Nortel Communications America's Sales Conference  
Walt Disney Company Studio Summit  
Mazda Press Conference, Los Angeles Auto Show  
Suzuki Press Conference, Detroit & New York Auto Shows  
CKE Enterprises, Franchisers Meeting  
Walt Disney Company Studio Showcase  
National Venture Capitalists Meeting  
Ford Mustang Reveal, Los Angeles Auto Show  
Nickelodeon Upfront  
Longaberger  
Walt Disney Pictures, ShoWest  
Amgen Sales Meeting  
Summer Heatwave, Walt Disney Company  
Spirit Presentation(Show West) With Bryan Adams - DreamWorks  
Electronic Arts Exhibit, E3 Convention  
Mazda Speed 3 Reveal  
Los Angeles Convention and Visitor's Bureau's LA Preview  
Goldman Sachs & Co., Managing Directors' Dinner  
Federal Express, Executives and Director's Meeting  
Sony Music Presentation, Disney Records Presentation - NARM Convention  
Toshiba & Motorola - Comdex 96  
SAP, FOM



# Shows / Entertainment



You Tube Play - Biennial Art Competition at the Guggenheim Museum of Art  
LG Thrill Presents Jane's Addiction Comes Alive  
Pearl Harbor World Premier on USS Nimitz @ Pearl Harbor  
Olympic Plaza & Parade - 2002 Olympic Winter Games  
Ringling Brothers Barnum & Bailey  
BC/Canada House 2008 Torino Winter Olympics  
Pirates of the Caribbean I, II & III World Premieres  
Cars World Premiere @ Lowes Motor Speedway  
The Little Mermaid On Ice  
Save The Music, American Express Grammy Watching Event w Coldplay & Woopie Goldberg  
Pocahontas Central Park  
Fantasia 2000 World Tour World  
Animation Now, Lincoln Center Film Society  
Mickey's Magic Mirror  
Battery Park Concert for the Tribeca Film Festival w Van Morrison, Steve Winwood  
Shark Tale World Premier, Venice International Film, Festival  
Dallas Symphony Orchestra - Firebird Suite (Media and Lighting Design)  
Dallas Symphony Orchestra - Scriabin's Prometheus  
Cleveland Bicentennial Celebration  
Fantasia 2000 Imax Tent Los Angeles  
Robin Hood Foundation Benefit  
Nashville Arena Grand Opening w Amy Grant, Vince Gill & the Nashville Symphony  
Lilo & Stitch World Premier w Wynona  
Emperor's New Groove Premier w Sting  
Disney's 100 years of Magic  
Rocket Power Live Tour - Nickelodeon  
Macy's Passport, Aids Benefit - Fashion Show  
Tarzan Premiere with Phil Collins  
Latin Billboard Music Awards  
Hercules World Premier  
Toy Story World Premiere  
Evita Premier - Shrine Auditorium  
Touchdown Downtown, Superbowl XXVII





# Concert

Shakira, Oral Fixation Tour  
Hannah Montana/Miley Cyrus, The Best Of Both Worlds Tour  
The Cure 2007 - 2008  
Martina McBride, Waking Up Laughing Tour  
The Cure 2004  
The Wall, Berlin  
Cher, Living Proof, Farewell Tour  
Martina McBride, Timeless Tour  
Bonnie Raitt, Silver Lining Tour  
Janet Jackson, All For You Tour  
Live  
The Cure 2000  
Amy Grant and Vince Gill's Christmas Tour with The Nashville Symphony, 1996 - 2001  
Peter Gabriel  
Pet Shop Boys  
Amy Grant, Behind The Eyes Tour  
Fine Young Cannibals  
Thompson Twins  
Roger Waters, Radio KAOS  
Jean Michel Jarre, Athens, Greece 2001  
Talking Heads  
Herbie Hancock  
Tom Tom Club  
The B52s  
Lou Reed  
Blondie  
B2K, Scream Tour  
Kelly Clarkson  
Himuro, Japanese Tour, 1998 & 2000  
Leann Rimes



# Television & Film

Hannah Montana/Miley Cyrus, The Best Of Both Worlds 3D Concert, Walt Disney Studios

Microsoft E3 Media Briefing, Spike TV 2009 - 2011

The Beyoncé Experience, BET & DVD

Shakira, Oral Fixation Tour DVD

Great Performances Martina McBride Live in Concert, PBS

Fox's New Years Eve Live

The Wall, Berlin

Cher - The Farewell Tour, NBC , w Bob Dickinson (Emmy Nomination)

Jazz at Lincoln Center Higher Ground Hurricane Relief Benefit, PBS

Live 8 Paris, The Cure

Janet Jackson, All For You, HBO, w Mike Sutcliffe

Stop Making Sense

MTV Icons, The Cure

The Cure, Trilogy DVD

Dickey Roberts, Boxing sequence lighting design, Paramount Pictures

Rat Race, Final concert sequence lighting design, Paramount Pictures

Jean Michel Jarre, Okinawa, NHK Television

The American Veteran Awards, The History Channel

20th & 16th Annual Tejano Music Awards

WNBA 1999 Season Commercials, ESPN

More than Entertainment, NBC Pilot

Mrs. Merton, BBC

Barrymore In Hollywood, London Weekend Television

The Hunchback Of Notre Dame Premiere, The Disney Channel

Full Frontal Comedy, Showtime

The Country Bears Concert for America, ABC

Once You Meet a Stranger, Club Moving Light Sequences, CBS Movie of the Week

Yanni, (Lighting Direction) Japanese, UK Television & Mexico pay-per-view





# Themed Installations / Shows

Fantasmic!, Disneyland  
Princess and the Frog, The Walt Disney Studios  
Fantasmic!, Walt Disney World  
The Electrical Parade, Dreamlights/Tokyo Disneyland  
Candlelight Procession, Disneyland  
Nighttime Spectacular, Tokyo Disney Sea  
Encore, Tokyo Disney Sea -  
Cars Stage Show, Buena Vista Special Events  
Home on the Range Stage Show, Buena Vista Special Events  
Cinderellabration, Tokyo Disneyland  
Haunted Mansion Hollywood, Buena Vista Special Events  
Pirates of the Caribbean Curtain Show, Buena Vista Special Events  
Finding Nemo Stage Show, Buena Vista Special Events  
Treasure Planet, Buena Vista Special Events  
Lilo & Stitch's Beach Party, Buena Vista Special Events  
Monsters Inc. Open House, Buena Vista Special Events  
Emperor's New Groove Stage Show, Buena Vista Special Events  
102 Dalmatians, The Dog House, Buena Vista Special Events  
Little Mermaid II Stage Show, Buena Vista Special Events  
Dinosaurium, Buena Vista Special Events  
Toy Story II Fun House, Buena Vista Special Events  
Mulan Stage Show, Buena Vista Special Events  
Bug House, Buena Vista Special Events  
Hercules' Forum Of Fun, Buena Vista Special Events,  
Toy Story Fun House, Buena Vista Special Events





# Architecture

National Harbors

The Walt Disney Studio Theater

Legoland - Xbox Pavilion

The Reagan Presidential Library Expansion

Cinderellabration, Tokyo Disneyland

Consultant: Rock N' Rollercoaster - Euro Disney MGM Studios

The Broadway Theater - Disney Sea Symphony, Tokyo Disney Sea

Metreon Building: Gateway & Airtight Garage, Sony Entertainment, San Francisco

Disney Sea Symphony Night Time Spectacular - Tokyo Disney Sea

Sony Wonder, enhancements, Sony building - New York City

Home Store - Retail, Tokyo Disney Resort

Indiana Jones Stunt Show - MGM Studios, Walt Disney World Bon Voyage - Retail, Tokyo Disney Resort

Lion King Theater - Hong Kong Disneyland

The Entertainment Center - Hollywood, CA

Race for Atlantis, IMAX Ride - Caesar's Palace, Las Vegas

640 Paula Bldg. - Walt Disney Imagineering, Leon Sugerman Architect

New York Street & Backlot Tram Ride - MGM Studios, Walt Disney World

Blizzard Beach, Water Park - Walt Disney World

Honey I Shrunk the Kids 3D Attraction - EPCOT Center, Walt Disney World

China Pavilion, Art Gallery - EPCOT Center, Walt Disney World

Mannequins, Adventurers Club, Zephyr, Pleasure Island - Walt Disney World

Tinseltown - Anaheim, CA



# Video And Media Design

E3 - Microsoft Press Breifing 2011  
Tron world Premiere  
PRG trade show booth - PLASA 2010  
Microsoft Start Conference 2009 - 2011  
Tron - Comic-Con International 2010  
E3- Microsoft Press Briefing 2010  
Martina McBride - Shine Tour  
Encom Press Conference (Tron Viral Event)  
The Ring Cycle - Los Angeles Opera  
PRG Trade Show Booth  
E3- Microsoft Press Breifing 2009  
Martina McBride - Waking Up Laughing Tour  
Hyundai National Dealer Meeting  
Zero Hour - XBOX 360 Launch Event  
Suzuki National Dealer Meeting - 2006  
Turner Broadcasting Upfront  
The Cure  
Suzuki National Dealer Meeting - 2005  
The Dallas Symphony Orchestra - The Firebird Suite  
Shark Tale Premier - Venice International Film Festival  
Fine Young Cannibals  
Thompson Twins  
Herbie Hancock  
Fantasia 2000 World Tour  
Bryan Ferry





Imagination, experience & creativity combine to create rare, stunning beauty.

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