

Case Study

NKOTB Concert Tour

Type of Event: Live Music / Concert Tour

Project scope

From April to July of 2019, world class boy-band pioneers New Kids On The Block reunited for a national tour that entertained 51 stadium audiences. Performing with guests Salt N Pepa, Tiffany, Debbie Gibson, and Naughty by Nature, this cadre of 80's teen pop superstars were on the hunt for the most cutting edge tools to reach today's tech savvy concert going audience. Appix was the answer. Nimble enough to snap-on to their production framework, yet robust enough to endure a full tour cycle, Appix Luminaire gave NKOTB the edge they were looking for, and delivered a next-level light show to their tour-wide audience of 600,000.

Our approach

For the touring client, APPIX needed to first-and-foremost ensure that all systems and infrastructure could perform/exceed the task. No problem there. All APPIX systems were beyond ready to rinse-and-repeat for any-and-all touring demands. The nimble bolt-on nature of APPIX systems made it a no-brainer solution to elevate the touring experience.

Given that the load-in, set-up, activation execution, and stadium strike can be managed by one dedicated APPIX staff member, securing a bed on the NKOTB tour bus was remarkably easy, and of unprecedented value to their production/creative team.

