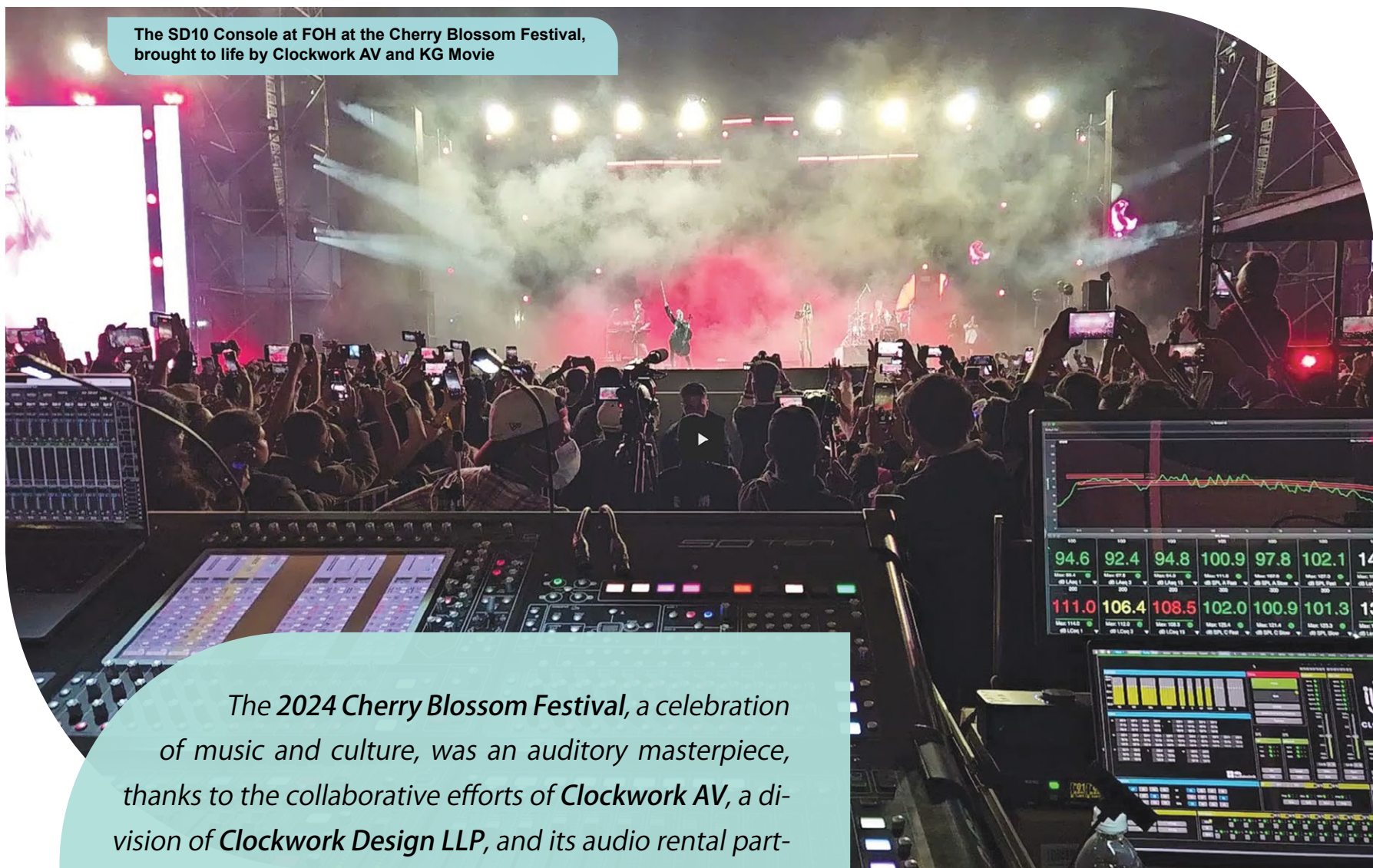


# CLOCKWORK AV AND DiGiCo LEAD THE WAY AT CHERRY BLOSSOM FESTIVAL 2024

The SD10 Console at FOH at the Cherry Blossom Festival, brought to life by Clockwork AV and KG Movie



*The 2024 Cherry Blossom Festival, a celebration of music and culture, was an auditory masterpiece, thanks to the collaborative efforts of Clockwork AV, a division of Clockwork Design LLP, and its audio rental partner, KG Movies. Together, they curated an advanced audio workflow that catered to the diverse needs of the festival. With a team of highly skilled professionals and state-of-the-art DiGiCo consoles, the event set a benchmark for sound management in live performances. Hi-Tech Audio & Image, the authorised distributor of DiGiCo along with KG Movie deployed three DiGiCo consoles to meet the festival's dynamic audio requirements.*

Clockwork AV's technical team featured an impressive lineup of skilled professionals, including **Joyjeet Panday** as the A1 / Systems Engineer, **Sourav Bagchi** as the Project Manager / Festival Monitor Engineer, **Hardik Keshan** as the Festival FOH Engineer, **Yudhajit Biswas** as the Stage / Patch Tech, **Karn Acharya** as the RF Tech, and **Akash D Mazumdar** as the A2 / Stage Tech.

This skilled team worked in tandem with the supertechs from KG Movies, including **Surojit Dhal** and **Ravikant Prasad**, who managed inventory, crew, and deployment with precision.

At the **Front of House (FoH)**, an SD10 console





The Quantum 338 console offered critical features that streamlined the workflow at the festival

served as the primary mixing platform. Additionally, a **Quantum 338** console was stationed at Monitor World, connected via an **Optocore** network, along with three SD-Racks equipped with 32-bit cards. A second SD10 console operated independently as a prep/staging console for guest engineers, allowing them to fine-tune their show files and verify critical settings before sound-check. For the festival, Hi-Tech Audio & Image provided additional support to the audio production team by supplying an SD Rack for backup along with other DiGiCo equipment.

The Quantum 338 was a standout choice for Monitor World, primarily for its nodal processing capabilities, which provided festival monitor engineers and guest engineers with unparalleled flexibility. According to the team, "This feature allowed us to serve artist mixes with tremendous efficiency and precision."

The integration of DiGiCo consoles with other audio systems was seamless and innovative. At FoH, the SD10 interfaced with the festival PA via AES outputs, bypassing unnecessary conversion cycles to maintain DiGiCo's renowned audio quality. A **Waves Extreme** server was added via **SoundGrid**, enabling engineers to utilise Waves plugins for sound shaping. A **Klang fabrik** unit further enhanced the setup, providing immersive in-ear monitor (IEM) mixes for the artists.

Clockwork AV's workflow prioritised efficiency and stress reduction, particularly for visiting engineers managing tight schedules. The DiGiCo consoles offered critical features that streamlined the workflow:

1. Save and recall channel presets with variable scope for easy reconfiguration.
2. Quick layout changes for inputs and outputs.
3. Partial loading of parameters, such as macros and channel settings, to avoid repetitive tasks.
4. Extensive use of Con Send and Con Receive for routing signals between FoH and Monitor World.

Input presets were meticulously aligned with the master patch list, expediting input routing from the three SD Racks. Features like ripple parameter copying optimised soundchecks, while the **Stereo ID** ensured accurate channel assignments for **Sennheiser 2000 IEM** racks. Engineers found the **Audio I/O** page invaluable for quick line checks, preamp adjustments, and phantom power management.

Artists and their engineers were highly appreciative of the setup. The majority of performers opted for the dedicated monitor console and engineer provided by the festival, allowing them to focus solely on the house mix. "Most artists were pleasantly surprised by the neat audio workflow and were

very impressed by the sound quality offered by the Quantum 338," said one of the organisers.

Performers such as *Boney M*, *Queen Sensation*, *Korn SK*, *Jasleen Royal*, *Rito Riba*, and *Dewdrops* delivered captivating performances with the support of the audio team. Headliners like **Akon** and **Clean Bandit** brought their own engineers, who adapted quickly to the festival setup using DiGiCo's **SD Convert** feature to transition their show files seamlessly.

"I've worked as an FOH engineer across Western Europe, from small clubs to major festivals, with highlights like a sold-out O2 Arena in Prague. At the Cherry Blossom Festival in India with KornSk tribute band, we faced a tough challenge—our guitars and gear arrived just three hours before the show, leaving no time for a proper sound check. Thanks to DiGiCo's incredible team and top-tier monitoring support, I quickly dialed in the mix, making it an unforgettable experience. Huge respect to the crew—I hope to work with them again!"- **Brian Bajak**, FOH Engineer, **KornSk Tribute band (Slovakia)**.

**Hanish Taneja**, FOH Engineer for **Jasleen Royal** shares his experience of Cherry Blossom. "Collaborating with Clockwork.AV is always a fantastic experience. Joyjeet, Hardik, and Sourav are not only highly skilled but also incredibly supportive and knowledgeable. Their expertise ensures that every project runs seamlessly and efficiently. From managing the smallest details to perfecting the audio setup, they handle everything with precision. Their meticulous attention to detail, whether fine-tuning the sound system, optimising equipment, or ensuring crystal-clear PA output, makes all the difference. Their professionalism and dedication make every collaboration smooth, hassle-free, and truly rewarding".

The festival engineers employed advanced techniques to enhance the experience. The use of **Opto Send** and **Opto Receive** allowed guest engineers to mix monitors directly from FoH, eliminating the need for rack-sharing reconfigurations. This approach was particularly beneficial for managing over ten stereo IEMs routed from FoH to Monitor World. By leveraging Con Send and Con Receive, signals were passed at unity gain to IEMs and wedges without compromising quality or efficiency.

The 2024 Cherry Blossom Festival demonstrated how innovative technology, combined with expert planning and execution, can elevate live events to new heights. Clockwork AV's collaboration with KG Movies, powered by DiGiCo's advanced consoles and systems, set a gold standard for audio management at live music festivals. With smiles and applause from artists and audiences alike, the festival underscored the importance of meticulous preparation and innovative technology in creating unforgettable experiences.