

Big Beat celebrate a year of success

Posted on November 11, 2013

11 November 2013



The Big Beat team

It was party night as the reggae sounds of Undivided Roots (whose main guitarist is ten years old!), floated through the warehouse of Big Beat Productions. October marked Big Beat's first year in their new premises in Pietermaritzburg, and invited clients celebrated the occasion with

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them.

This was also an opportunity to demonstrate their latest purchase, a d&b medium-format line-array system, which they used at a recent Lira concert. There are only two of these d&b systems in KwaZulu Natal at the moment. An Avolites Titan Mobile controlled the lighting for the evening. "The guys love it," said Kevin Liddell, owner of Big Beat Productions. "I buy gear based on what the operators want and everyone always wants an Avolites." The company also have an Avolites Pearl Tiger, a Titan 1 and a Martin Light Jockey.



Kevin, like many successful business owners in the industry, started his career as a DJ. He established Big Beat Productions in 1996 and has never looked back thanks to the dynamic environment and his love for gear and the people he works with.

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More than anything, the new Big Beat premises, located in a prime commercial / light industrial location in Pietermaritzburg, has provided the super friendly team with space and room to grow. The exterior is distinctly marked in the company's bright yellow, black and white corporate colours, complimented with branded vehicles. The reception interior is upbeat, while the warehouse itself is kept airy and is complimented with natural light.

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While Big Beat mostly works on corporate and government events and hire-outs to customers like schools and churches, they are involved with larger live productions such as the Royal Show. The Ukhozi FM concert draws around 25,000 people every year, which is a large number for a local concert. Other successful gigs over the years have included sporting events, fashion shows, live bands, comedy shows, the KZNPO (Orchestra) and trade shows.