Green Hippo Controls the Wild Life

Digital Insanity works with Green Hippo to create vast LED façade at Wild Life Festival 2017

More than 45,000 music fans attended this year's Wild Life Festival and **Digital Insanity** used Hippotizer Media Servers to help direct stunning visuals throughout the two-day run. The resulting 'all-LED wall' seamlessly integrated with performances from acts including Fatboy Slim, Hannah Wants, David Rodigan, Disclosure, Maya Jane Coles and Gorgon City.

Launched in 2015 by Disclosure and Rudimental, Wild Life has quickly become one of the South East's most highly anticipated music gatherings. Occupying the open expanse at Brighton City Airport – formerly Shoreham Airport – the venue offers the organisers plenty of space in which to create, as well as host thousands of revellers.

Digital Insanity secured the welcomed task- once again (this was the third year that Digital Insanity provided playback for Wild Life Festival)- of enabling this year's festival visuals, and the UK-based video solutions provider called on Hippotizer's playback power to harness its video design. Running a Hippotizer V4 Karst Media Server, Digital Insanity created a stunning frontage comprising a 4K canvas of 8mm LED, delivering a look, big and bold enough to work in Wild Life's capacious surroundings.

Richard Bagshaw from Digital Insanity, has an extensive design portfolio-including many major dance events such as Snowbombing, South West Four, We Are FSTVL, to high end events such as the Starwars ep7 Red Carpet Event and James Bond's Sceptre World Premier Parties, as well as this latest dazzling display – and he is a long-time Hippotizer user. Reflecting on Wild Life 2017, Richard said: "I've been using Hippotizer for parties for over 15 years now. It's my choice of playback for these types of events, being flexible, powerful and it keeps up with what I'm trying to do."