

Miss South Africa 2014

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Story courtesy Pro-Systems



Joshua Cutts of Visual Frontier relishes creative challenges, so being asked to design lighting and set for his first beauty pageant – Miss South Africa 2014 at Sun City Superbowl – ticked a few boxes and presented some aesthetic challenges. – Which were a long way away from the more familiar territory of lighting a music concert or show!



Joshua was initially asked on-board for this year's event by Glenn Van Loggerenberg and Anton Cloete from Don't Look Down Productions, who were contracted by Sun International to produce the event. They asked Joshua to assist with the design and visual concepts, and Johannesburg-based AV Unlimited to deliver the full technical production package. The brief for all was to bring a

fresh and vibrant feel to the classic beauty pageant model, and specifically to give it a more contemporary edge than previous Miss SA shows. Josh sat down with the Don't Look Down Team and AV Unlimited's Project Manager Guillaume Ducray.



"It was a very collaborative process," explains Joshua adding that this was also: "A very satisfying way to work," as they all brought different ideas, outlooks and experience to the table.

To Read more:

<https://www.pro-systems.co.za/page/news/live-event/1643806-Miss-South-Africa-2014>

