Press Release

**Red Alert – Adam Hall Group and BigCityBeats provide the soundtrack for the Night of Light**

**Neu-Anspach – June 23, 2020 –** On 22.06.2020 the German and European event industry raised a red alert. In the "Night of Light " more than 8,000 companies illuminated buildings in the distinctive signal colour - not only in Germany but also in Austria, Switzerland, France, Italy, the Czech Republic, Denmark, Belgium and the Netherlands. The kicking soundtrack was provided by BigCityBeats from Frankfurt am Main, official streaming partner of the Night of Light, with a special edition of the world renowned WORLD CLUB DOME, streamed live from the Adam Hall Group's Experience Center at the company's headquarters in Neu-Anspach near Frankfurt. On the fully equipped Adam Hall Auditorium Stage the top DJs Paul van Dyk, Gestört aber GeiL, Le Shuuk, Milk & Sugar and many more joined stage to support the Night of Light with a unique DJ set without audience.

"Taking an active part in the Night of Light was a matter of course for us," said Alexander Pietschmann, CEO of the Adam Hall Group. "This is about the survival of our industry. Furthermore, Events are not only an immense economic factor, but also have an important social function as the actual social network in this world. First In - Last Out, Without us it' s getting dark, Red Alert - all these campaigns make it clear how crucial it is to be heard now!"

The media coverage and the livestream from 20:00 to 01:00 at night totalled around 20 million viewers. With more than 250k views after only three days, the YouTube trailer for the WORLD CLUB DOME Night of Light Edition had already proven the importance of events in society.

"Without events, there is a huge hole in communication and interaction", confirms DJ Paul van Dyk. "My source of inspiration is life itself. As an artist, I've had the opportunity to explore many countries and cultures and I've always found this to be something very positive."

*Dear politicians: when do we talk?*

#NightOfLight2020 #WeWillGetThroughThisTogether #EventTech #ExperienceEventtech

**Further Information:**[night-of-light.de](https://night-of-light.de/#intro)

[worldclubdome.com/nightoflight](https://www.worldclubdome.com/nightoflight)

[adamhall.com](http://www.adamhall.com/)

[event.tech](https://www.adamhall.com/)

**About Adam Hall Group**

Adam Hall Group is a leading German manufacturer and distributor, providing event technology solutions to business customers worldwide. The target groups include retailers, B2B dealers, event and rental companies, broadcast studios, AV and system integrators, private and public companies and manufacturers of industrial flightcases. The company offers a wide range of professional audio and lighting technology as well as stage equipment and flightcase hardware under its own brands **LD Systems®**, **Cameo®**, **Gravity®**, **Defender®**, **Palmer®** and **Adam Hall®.** Founded in 1975, Adam Hall Group has developed into a collection of modern, innovative event technology companies. The logistics park at their company headquarters near Frankfurt am Main has over 14.000 m² of warehouse space. Thanks to its focus on value creation and service, Adam Hall Group already has a whole range of international awards for their innovative product developments and future-oriented product design from renowned institutions such as "Red Dot", "German Design Award" and "iF Industrie Forum Design Award. In collaboration with the design agency F. A. Porsche, LD Systems® shows the future of pro audio design with its iconic MAUI® P900 column speakers and was recently honored with the coveted German Design Award. Further information about Adam Hall Group can be found online at [www.adamhall.com](http://www.adamhall.com/).  
  
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