



FOR IMMEDIATE RELEASE | THURSDAY, JULY 9, 2020

DEEP ELLUM VENUES JOIN FORCES WITH LOCAL PRODUCTION COMPANY TO OFFER REIMAGINED LIVE EXPERIENCES

Iconic Deep Ellum venues The Bomb Factory, Trees and Canton Hall have teamed up for a groundbreaking venture in virtual events and experiences along with live production powerhouse Onstage Systems. Combining state of the art facilities in each of the three spaces plus the broadcast production experience of Onstage, the venues are offering unparalleled opportunities for companies and entertainers to host, create, produce and stream sensational moments such as music and theatrical performances, virtual conferences, fundraisers, live auctions, festivals and e-sports competitions.

Each venue offers a unique setting for live events of all kinds, providing an array of sizes and tailored productions essential to bringing a unique experience for touring or local artists, events and conventions. Onstage Systems is a full-service event production company known for its impactful event space transformations, bringing turn-key solutions to productions of any size. Most recently, the two companies partnered for Bomb Prom 2020, a live streamed event that provided the Dallas Fort Worth metroplex's graduating class with a virtual prom in response to school and venue closures due to COVID-19. Thousands of students and families tuned in for the socially-distanced event with expertly deployed segment transitions and stage direction.

"We realized quickly that events and concerts as we knew them have changed, and our venues wanted to keep the magic of the concert experience alive," said J. Damany Daniel, Creative Director of the venues. "People went from face-to-face interactions with their peers at some of the nation's largest concerts, conferences and conventions, to staring at people in tiny boxes on their LED screens. We crave the connection in the spectacle and want to be part of a larger community. If we can't get it fully live right now, we want to define the next best thing. The creation of the Virtual Experience Venues means we are giving people and performers an opportunity to create and experience great moments again."

"It's a really exciting time to be in the events industry, as we are pushed to find new ways to be creative," says Hyacinth Belcher, President of Onstage Systems. "Now, you have the ability to bring in speakers, performers, or presenters from anywhere, and connect far more people to the 'live' experience than ever before. Having a physical place where all of these moments can be captured and created is powerful and a game changer. We're excited to co-create this opportunity alongside our friends at The Bomb Factory, Canton Hall and Trees, with whom we've partnered on literally hundreds of events over the years."

Spaces range from the intimate 7,500sf historic Trees, to 10,000sf of upscale finishes and attention to detail at Canton Hall, and the expansive 50,000sf at The Bomb Factory with its 30' ceilings and open floor plan. All three venues provide the amenities to bring any vision to life in a safe and socially distanced environment, with customizable state-of-the-art sound systems and lighting rigs to best accentuate the space as it serves personalized events. The network of partners ensure the highest level of excellence when providing resources such as craft services, hospitality, set design and transportation. Packages vary based on the event and needs of clients.

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FOR ADDITIONAL INFORMATION CONTACT:

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