



CASE STUDY

# Morgan Wallen's "One Night at a Time" tour pushes visual boundaries with Disguise



# Summary

American singer and rising star Morgan Wallen brought country music to the international stage for his “One Night at a Time” tour in 2023-2024. Playing in stadiums across North America, Australia, and Europe, the tour became known for its impressive visuals, innovative lighting, and groundbreaking stage design.

Creative production company [Raw Cereal](#) was responsible for the show design and direction, as well as video content creation, programming, and technical execution. However, to deliver such an ambitious production, the company needed to use a workflow that could effectively manage complex visual set-ups.

Disguise brought Raw Cereal's vision to life, delivering a polished, high-quality experience for concertgoers at every venue. Disguise technology captured, displayed, and synchronised content across 4,000 LED video tiles, 10 terabytes of media content, and 21 video cameras to ensure a seamless experience, every time.



# The challenge

**Raw Cereal's creative vision centred on building a visually immersive concert experience that would enhance Wallen's performance, without overshadowing it.**

To realise this ambition, the team needed to integrate multiple video surfaces onto the stage. This included one of the largest-ever video headers used for a touring show, as well as a video floor, an automated video wall, and video on the band riser. 21 video cameras were used to capture content – half robotic, half manually-operated – which added further complexity to the process.

The team needed to ensure that all video elements blended seamlessly and in perfect sync with the live performance and audio - this included 4K IMAG feeds from HDR-capable cameras, as well as 12K real-time Notch content and IMAG effects. Working in 4K and adding effects and layers to the visuals also added extra complexity to ensure consistently high definition across the stage. Every frame per second mattered – and they needed hardware that could handle the high horsepower.

Disguise was a central part of Raw Cereal's workflow. The real-time content integration and live camera treatment within Disguise's Designer software handled the multi-layered visuals across the tour. The advanced screen management, paired with Notch, also helped to maintain consistency between live issues, media content, and the audio.



# The solution

**Disguise technology played a vital role in the tour – from conceptualisation to live show. Designer’s native visualiser allowed the team to set up show files prior to rehearsals, allowing for more creative flexibility and peace of mind.**

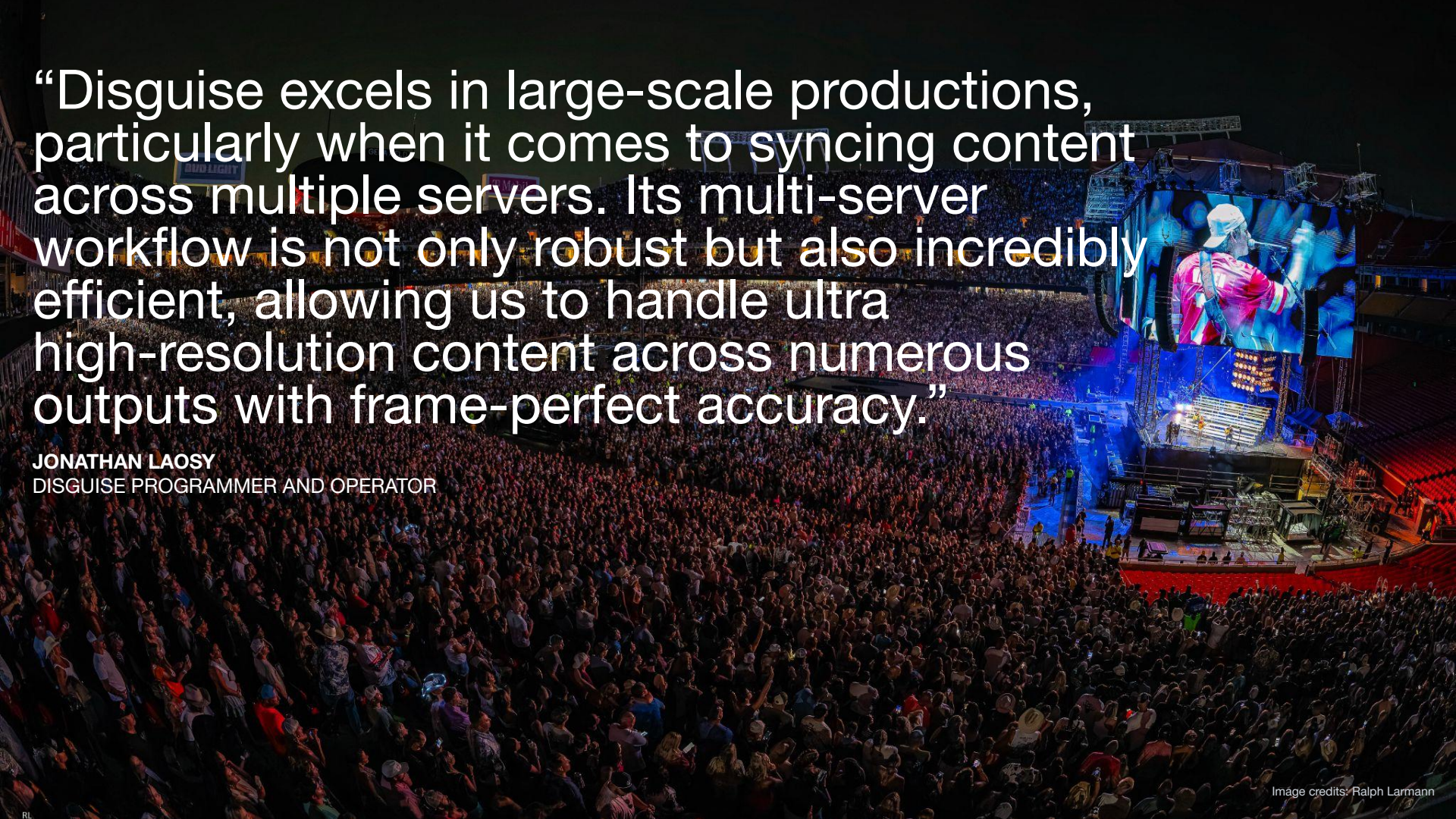
Meanwhile, its integration with Notch enabled them to render generative graphics quickly and seamlessly. A standout moment of the show occurred during the song “Sunrise” when the live IMAG feed of Wallen dissolved into particles using Notch – an idea introduced in rehearsals.

Six Disguise GX 3 media servers powered the LED surfaces of the tour, keeping video and audio in sync. The server’s GPU power capabilities enabled real-time rendering in the majority of Morgan’s show, ensuring that even last-minute creative changes could be implemented without compromise.

The GX 3 manages textures up to 16K, which proved especially useful for handling the 12K LED wall, allowing the team to add in further effects and layers without worrying about frame delay.

The scale and complexity of the production meant that Raw Cereal relied on Disguise’s ability to synchronise content across multiple servers and screens. “Not only was Disguise’s d3Net protocol crucial in maintaining server sync, we also were able to genlock all the servers together to help drive the massive 12K screen using multiple GX 3 servers,” explained Jonathan Laosy, Disguise Programmer & Operator.



A high-angle, wide shot of a massive outdoor concert at night. The stage is on the right, illuminated with blue and red lights. A large LED screen on the stage shows a performer in a pink shirt and white cap. The crowd, seen from behind, fills the foreground and middle ground, extending towards the stage. The text is overlaid on the left side of the image.

“Disguise excels in large-scale productions, particularly when it comes to syncing content across multiple servers. Its multi-server workflow is not only robust but also incredibly efficient, allowing us to handle ultra high-resolution content across numerous outputs with frame-perfect accuracy.”

**JONATHAN LAOSY**  
DISGUISE PROGRAMMER AND OPERATOR

# Results

**One of the key successes was the seamless integration of visuals across all video surfaces, which enhanced the show while keeping Morgan's performance at the forefront.**

"I'm proud of how the stage turned into something iconic. It was an amazing feeling to see it come to life. For me, success is about having a show that works well and looks great, and we hit both marks. It's a great feeling knowing we delivered something special for Morgan and his fans," says Show Designer and Director, Cort Lawrence.

"When working on the biggest shows, it's difficult to find another integrated software/hardware solution that can perform as seamlessly and efficiently as Disguise. When efficiency, extensive workflows, and support are needed on large shows, this is the right tool for the job," Screens Producer, Aron Altmark adds.




# Disguise equipment used



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## DESIGNER

Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.


[Find out more](#) 



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## GX 3

The GX 3 is the most powerful and versatile Disguise machine to date, unlocking new potential in generative graphics thanks to its GPU's processing capabilities.

[Find out more](#) 

# In Partnership with

**Production Manager:** Chad Guy

**Creative Production House:** Raw Cereal

**Show Designer, Show Director, and Creative Director:** Cort Lawrence

**Show Director and Creative Director:** Anders Rahm

**Disguise Programmer and Operator:** Jonathan Laosy

**Screens Producer:** Aron Altmark

**Lighting Operator:** Zac Coren

**Lighting Programmer:** Tyler Santangelo

**Technical Director:** Patrick Murphy

**Technical Direction:** Clear All Visuals, Matthew Geasey, Bryan Seigel

**Content Creative Director:** Natalie Hall

**Content Producer:** Liv Krusinski

**Creative Producer:** Vanessa Johnson

**Content Technical Director:** Scott Millar

**Notch and Content Design:** Hidden Road

**Motion Designers:** David Ariew, Raul Chavez, Brian Egan, Agustin Esquibel, Aaron Kaminar, Chadwick Makela, Michelle Pino, Emilio Sa Colorado, Orb Seer, Billy Woods



# In Partnership with

**Stage Manager:** Donnie Floyd

**Scenic, Staging, Automation, NavCam:** TAIT

**Fire + Pyrotechnics:** FFP Effects

**Server Provider:** Parallel Control Systems

**Video Production:** Nighthawk

**Stage Roof Structure:** G2 Structures

**Lasers:** StrictlyFX

**Audio:** Clair

**Lighting + Rigging:** Christie Lites

**LED Wristbands:** Pixmob

**Mamaw's House Scenic:** Gallagher Staging

**Trucking:** Averitt / On Tour Logistics

**Busing:** Dreamliner

**RAW  
CEREAL**

**PARALLEL**  
CONTROL SYSTEMS



# Get in touch

**Curious to know more about us?  
Want to master our production toolkit?  
Need support on your project?**

Our team will be happy to speak to you,  
whatever your query.

Get in touch

Get Started