

21.2.2005

## **Robe - A Massive Hit on Italian TV!**

Robe Show Lighting fixtures are making a real impact in the Italian television market, starring in three recent top rated TV productions.

Robe Show Lighting fixtures are making a real impact in the Italian television market, starring in three recent top rated TV productions.

### **"L'Isola dei Famosi" (Island of the Famous)**

This is a popular reality TV show broadcast by RAI 2 - a similar style to the UK's "Celebrity Big Brother", taking the Friday prime time 9 pm slot, and produced by RAI's Milan studios. The show is set on an island and stars VIPs, models, dancers, singers, TV personalities, etc.

Lighting Designer Alessandro Porcaro specified 34 x Robe ColorSpot 160ATs, 85 Wash 575 XTs, three ColorSpot 1200E ATs and 51 ColorSpot 575 ATs for the studio element of the show. This was used for a weekly live link up to the island from RAI Milan. The Robe fixtures were supplied by Cremona-based rental company, Mixer, headed by Mr. Walter Taietti.

### **"Il cielo é sempre piú blu"**

This is a live variety show on RAI 1, recorded at the Theatre Verdi in Montecatini Terme (PT) and broadcast on Saturday night's prime time at 9 p.m.. It's presented by Giorgio Panariello, one of Italy's favourite TV personalities and an eclectic array of guests have included Bruce Willis, Robbie Williams, Renato Zero, etc.

LD Pino Quini specified 18 Robe ColorSpot 1200E ATs for his design - among other moving lights, and worked closely with his programmers Quintino Caci and Andrea Mezzacappa. Quini chose the fixtures following a demo by Robe Italia, and they were purchased by rental company ARCO Multimedia Group (AMG), headed by Mr. Luciano Vinciguerra, for the show.

Positive feedback about the Robe luminaires has abounded from the RAI technical teams. In the four months of shooting the last series, the fixtures all worked reliably throughout, amazing everyone with their power and brightness.

### **Miss Italia**

AMG also supplied moving lights to the Miss Italy Nel Mondo (in the World) live show, produced by RAI Milano, a contest open to Italian contestants living abroad. Staged in the picturesque spa town of Salsomaggiore Terme in Parma, this is where Robe Italia first demonstrated the immensely powerful Robe ColorSpot 1200 AT to lighting designer Fabio Brera.

Brera was so impressed with the ColorSpot 1200s that immediately specified them for Miss Italia - the nationwide pageant to selecting the most beautiful girl living in Italy.

Miss Italia, one of RAI TV' s highest profile and top rating programmes of the year, saw many of the same RAI Milano creative and technical team come onboard from Miss Italia Nel Mondo to de light and present the flagship show.

Fabio Brera chose to use 46 Robe Wash 575 XTs and 28 ColorSpot 1200E ATs plus other moving and generic lights for his high impact rig for Miss Italia. Brera worked alongside programmers/operators Adriano Barbanzolo and Roberto Corona, and lighting equipment and crew were supplied by the ARCO Multimedia Group from Rome.

For more press information on ROBE please contact marketing department on +420 571 751 506, e-mail: [marketing@robe.cz](mailto:marketing@robe.cz).









