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Robe and VW Golf 7 ... If You Could...

Products Involved

ColorSpot 700E AT™ ColorWash 2500E AT™ LEDBeam 100™ LEDWash 600™

...use only one brand of moving light ... for South African Lighting Designer Martin De Bruin of Johannesburg based Revolution Inc... that would be Robe!

He recently lit the South African launch of the new VW Golf 7 – winner of the 2013 World Car of The Year Award - to all the various dealerships around the country across a two week period.

The main launch was hosted at the Theatre on the Track at Kyalami motor racing track, Midrand, Johannesburg, with satellite events staged at the Spier Wine Estate Conference Centre in Cape Town and the Zimbali Lodge Resort in Durban.

The show producers were live communications specialist Ogilvy South Africa, who asked Kilowatt AV to provide full technical support. They in turn asked Martin, with whom they work regularly, to light the Kyalami show.

At the hub of the action was a massive curved projection screen 40 metres long and 5 metres tall. The white set included a revolve and enough space to accommodate four Golf 7 vehicles which drove through a reveal gate in the set and were parked onstage, complete with full video and lighting effects.

The set was the starting point for Martin's lighting design. Fixtures were rigged on three curved trusses flown over the stage and he created a clean and modern design to complement the scenic elements. The moving lights comprised 15 LEDWash 600s, 12 LEDBeam 100s 15 ColorSpot 700E ATs and eight ColorWash 2500E ATs.

The LEDWash 600s were chosen for "Very specific reasons" explains Martin.

Firstly, for the small size. Venue height restrictions left virtually no space between the truss and the projection path, and secondly, the substantial LEDWash 600 lightsource could be used at lower intensities and still deliver a soft, even wash across the entire stage while rigged in very close proximity.

He ran these only at 15% intensity for most of the show and 2% for one section of the presentation! He likes their "Incredible" light output for the small size, the "Beautiful" rich colour range and the fact that it works equally as effectively at lower intensities as well.

The LEDBeam 100s were used to generate a magical glow underneath the Golf 7s onstage and also to highlight key areas of the set. Positioned at the front of the stage, their tiny, unobtrusive form proved ideal and inconspicuous, "Small, super-bright and super-fast," enthuses Martin.

He first saw the LEDBeam 100s on a DWR Roadshow last year, instantly fell in love with them ... and has been using them ever since!

Using Robe's LED fixtures also help solve another challenge on any project - that of power consumption and distribution. Less power required means less generators and cabling and therefore ultimately a more cost-effective solution for the client that is quicker to rig.

Martin has been using Robe products for a couple of years now and comments, "The brand is definitely the current trend-setter and leader in event lighting equipment" ... and that's why it's his first choice!



