

13.12.2013

## Robe Moves It In Turin

### Products Involved

**LEDBeam 100™**   **LEDWash 600™**   **MMX Spot™**   **Pointe®**

The 2013 Movement EDM Festival in Turin – produced in association with the Detroit Electronic Music Festival - saw Robe's latest ROBIN moving lights right at the centre of the action at the Lingotto Fiere, a striking post-industrial expo venue built on the site of the city's famous original Fiat factory.

Over 13,000 dance music fans flocked to Movement 2013 – Turin has a particularly hyperactive EDM scene – where they enjoyed a stunning international line up of artists including Vitalic, Dixon, the Visionquest Collective, Maceo Plex, Pan-Pot, Magda and DVS1 plus many more.

Alessio Dorini created the spectacular production lighting design and visual ambiances for the main room and two smaller arenas. He's well known for his work with high profile Italian artists including the Bloody Beetroots.

While the main stage aesthetics were big and bold, the atmosphere on the other two stages was that of a more clubby and intimate vibe, which enabled guests to enjoy a variation in the range of music and the whole experience across 8 hours of continuous entertainment. Smoke machines are banned inside the Lingotto, so this presented a real challenge to lighting, and led Dorini to focus on specifying beam lights in his fixture list including 12 Robe LEDBeam 100s in the main stage and 8 Pointes together with 12 MMX Spots for Stage 2.

Dorini has already used both Pointes and the tiny LEDBeam 100 on several other projects and recalls, "When I was working for Bloody Beetroots at the 2013 Ultra Music Festival in Miami I used around 200 LEDBeams built into the set and have loved them ever since!" It was 176 LEDBeams to be precise! They were incorporated into the Main Stage set design by Australian based LD Richard Neville at the event staged at Bayfront Park.

The ROBIN MMX Spot is also one of Dorini's favorites. He particularly appreciates the animations and effects made possible utilising the dual graphics wheel and even without smoke / fog, the MMX beam was still "Very sharp and well defined" at the Lingotto Fiere. DJ collective Visionquest curated the whole evening taking place in the Sala Gialla (Yellow Room) and at their request Dorini set up a classic 'old skool' disco lighting system using 34

Pointes, 8 LEDWash 600s and a quantity of LED PARs which worked constantly throughout the evening.

The Pointes – operated by Romain Belloche from France caused a real sensation and elicited some fabulous ‘live’ reactions from the crowd every time they swooped in or skimmed above the audience... and the laser simulation effects were particularly memorable!

"I've never seen so much power in such a small fixture," declares Louis de Castro, Visionquest's own LD who was very impressed by the Pointe, with Dorini adding that it is "crucial" these days for designers to have products that are mega-bright and light weight in their tool boxes!

All the Robe equipment for the event was supplied by rental company DADA Servizi Musicali of Turin, co-ordinated by their Technical Director Pino La Rosa, who has successfully used Robe products for at least 10 years.

From a rental company perspective he observes that the Pointe is an "Excellent investment. Designers really like its parallel beam capabilities and the fact that it is also an excellent spot light thanks to the superior optics". He adds that with the Pointe being at the height of lighting 'fashion' right now ... they are also seeing a very rapid ROI!

On the LEDWash 600 La Rosa comments. "It's now a standard LED wash fixture for all types of application. The light weight, good zoom, homogenized lightsource and selection of proper whites all set it apart from other LED wash products available".

Dorini was assisted by Lighting Operators Alessio De Simone, Ivan Abrigo and Romain Belloche for Movement 2013, plus technical crews from Dada Servizi Musicali and Arcadia Digital, who between them provided all audio, video, lighting and other technical requirements for the three stages at Lingotto Fiere, which was the culmination show of the week long Movement Festival.







