

10.3.2014

## **Jimmy Uses Robe in Mexico**

José Alfredo Rojas Herrera is universally known as 'Jimmy' throughout the industry in Mexico.

He is a freelance Lighting Designer based in Mexico City and also is partner in rental company Prolight, which has invested in Robe fixtures recently which are in constant use, both for his own work and to service the designs of Prolight's various clients.

Jimmy has an inventive and creative approach to lighting and initially became interested in the medium 13 years ago when he was about 16 years old and still at school! His first 'proper job' was working in the office of a production and equipment rental company where he took all available opportunities to gain experience 'on the road' in the industry he loves. The more shows and events he visited and saw the lighting in action, the more ideas he had as to how light could be used for enhancing drama and atmosphere ... and he built his career from there, moving from the office into the warehouse and technical where he learnt the basic skills of his craft.

This has included working for busy rental company Tama Producciones for six years and working as a club LJ as well to broaden his knowledge and experience as much as possible before deciding to concentrate on Prolight. His partner at Prolight - and original founder - is Victor Luna Espinosa and Jimmy joined the company in the middle of 2013. Prolight has just opened a Production Department headed by Jimmy.

His design work takes him all over Mexico and frequently internationally to other Latin American countries and the US.

Jimmy trained on all the major lighting console brands including grandMA, Avolites and WholeHog, so he can be quick and confident when programming shows on any of these platforms.

He has been using Robe products regularly in his work for the last 10 years, starting with the 575 series. He now works a lot with the LEDWash series and MMX fixtures, both via Prolight, and on shows he is lighting where the equipment is being sourced locally for a band or an event via other companies around the country ... Robe will always be the first choice on his lighting specs.

"I like the European engineering and appreciate the build quality and reliability" he states. He thinks the colours are great on the LEDWash series and of course everyone loves the light weight which he finds great for quicker set-ups and tear-downs, which are always pressured

for time. He highlights that Robe's commitment to RDM technology is also a great help in this context.

He thinks the little LEDBeam 100s are "Fantastic - the fastest fixtures on the market, you can use lots of them in a small space and create cool effects!" and finds the MMX Spot to be "Really bright and an energy saver that is ideal for venues or stages with limited power together with its great selection of effects".

"Robe products are providing exactly what I need at the moment" he concludes, adding that he is looking forward to using the Pointe in his design work for 2014 as Robe's hugely popular new multi-purpose unit becomes increasingly available across the Mexican rental market.



