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Robe Beautifies Miss Ribeirão Preto

Products Involved

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

The 2014 Miss Ribeirão Preto beauty pageant was staged at the RibeirãoShopping Events Centre in the city of Ribeirão Preto, interior of São Paulo, Brazil, and was broadcast live by TV Clube/band.

The lighting design for the event was created by LD Carlos Nogueira and included 24 x Robe Pointes, 24 x LEDWash 600s, eight MMX WashBeams, 18 x MMX Spots and 32 x LEDBeam 100s - from the ROBIN series - together with 12 x ColorSpot 1200 ATs, all provided by São Paulo based rental company, Apple Produções.

It was the first time that Apple had supplied the event, and their 12 technicians worked over a two day set-up to get everything ready.

Apple's Gabriel Pincel said, "It was great! The lighting looked excellent and as always, the Robe fixtures worked perfectly and provided the high quality of lighting required".

During the lighting design process, Nogueira studied the style of the show as well as the whole room, the stage, the different acts and the target audience... all so he could create the right environment.

He was also Director of Photography. As there weren't any LED panels or projection, a lot of fresnels were used as basic lighting, so he chose to work at the warmer colour temperature of 4400 K. "The set design was very organic and I had plenty of freedom to use of colours and effects".

"Since this was a beauty contest, every moment of the night was special. My main concern was to highlight the contestants and the stage whilst providing good effects for the cameras", Carlos explained.

"Using Robe fixtures I could get a good synergy between stage and set. I primarily used LEDWash 600s to light the stage which looked amazing!".

The LEDBeam 100s were used for audience lighting, while the MMX Spots and ColorSpot 1200 were used as front lighting for contestants and also to provide effects.

The Pointes were positioned around the stage's perimeter - both on the roof and floor - to give the scope to create more effects.

Lastly, the MMX WashBeams used front lighting and key lighting contestants.

"Thanks to the mix of fixtures I was able to produce the exact effects I had in mind for this project", he added.

The show was programmed by Carlos and Vinicius Gonçalves Costa over three days after seeing extensive rehearsals. They used a grandMA2 full size console and a grandMA2 light for back up.

"Already knowing how the Robes work helped us to programme rapidly! It has been a good experience especially as the event was broadcast live which is unusual", comments Vinicius, who recently visited Robe's factory in the Czech Republic after this year's Prolight+Sound in Frankfurt.

"I already liked the brand and the products, especially the ROBIN series, but visiting the factory I saw first-hand how all devices are made to such high quality standards, and the experience showed me why they provide such wonderful performance!", he added.

The Set Designer for Miss Ribeirão Preto was Avelino Lós Reis.

Fernanda Leme was chosen as Miss Ribeirão Preto 2014 and goes on to compete in the Miss São Paulo contest.

Photo credits: Avelino Lós Reis





