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## Barrella Eventos Chooses Robe in Brazil

### Products Involved

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

Barrella Eventos, created by brothers Mario and Giancarlo Barrella, started making waves in the industry over 20 years ago, based in Sao Paulo and focusing primarily on technical production solutions for social and corporate events, and also cross-renting equipment to other companies.

In addition to lighting equipment, Barrella Eventos provides audio systems, trussing, video and generators, all of which is used on a wide variety of projects. The company currently has 14 full time employees and works with a regular pool of freelancers.

Robe is their most predominant lighting brand at the moment and they currently have 24 x Pointes, 20 x MMX Spots, 16 x LEDBeam 100s and 16 x LEDWash 600s, all from Robe's ROBIN series which were purchased in recent years.

However the relationship with Robe dates back 13 years ... to the very first Robe fixtures purchased, which were 16 x Spot 250 XTs through ELO Iluminação.

These are also still working!

"We certainly believe in the equipment's durability," comments Mario Barrella who is the company's Commercial Manager. "This was a major reason we invested in Robe again! Recently Robe has become very popular with local bands and for major events and as we do a substantial amount of cross-rentals as well as lighting lots of bands, we needed high quality products to meet that demand".

Other reasons that Robe was the right choice for Barrella Eventos include technical support, the continuous availability of spare parts and proven reliability. "Right now, considering the price-to-benefit ratio, it has been our best ever investment!" he declares.

As well as being at the core of the organisation and commercial operations of Barrella Eventos, Giancarlo is also a lighting designer, operator and project creator.

"As a hands-on user, I can honestly say that Robe products are excellent," he says. "The light output of the Pointe is wonderful, it is fast, has great gobos and is among the best lighting technology ever: compact, small and bright".

He is also a fan of the LEDWash 600. "In my opinion, it's one of the finest LED wash fixtures on the market," he says, adding that he thinks the MMX Spot has a very nice zoom.

Mario concludes: "Having a quality brand like Robe on-board has really helped us to develop a loyalty with several clients. Even without specialist equipment knowledge, they notice the difference that using high quality and well-made products can bring to events".

Barrella Eventos is also interested in increasing its Robe stock in the future!

A recent high profile project featuring technical production by Barrella was Miss Brasil Supranational, the first time this international beauty contest has been staged in Brazil. It took place in the Shopping Eldorado's Teatro das Artes, São Paulo, where Giancarlo's lighting design utilised Pointes and LEDWash 600s.







