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Top Italian Rental company chooses Robe

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GemmiLuci is one of the busiest rental dry hire companies in Italy and also one of the best known and most respected, having been at the forefront of the professional lighting hire business for over 35 years.

The company works in all sectors of the entertainment and leisure industry explains MD Roberto Virgilio. He says the last two years has seen a huge expansion in the amount of lighting rentals supplied to the television market, especially for Italy's two main TV producing companies, RAI and Mediaset.

GemmiLuci were Robe Italia's first major client (then known as SR Consulting) in 2002 when they took the brand onboard. Their first Robe purchase was 40 pieces of the MS Zoom XT fixture after Rimini 2002 when Robe launched itself as a direct sales operation. Being the first to invest in the brand also set the ball rolling ... with other domestic rental companies soon following suit.

The company does not itself undertake project work. It's been streamlined as a service company offering a large rental stock of all equipment available for dry hire. Clients include all the major project-based rental houses in the country, of which there are about 10 leading players.

"Now Robe is being specified more than ever by LDs for the top shows" confirms Virgilio, *"Robe's Color Spot and Wash 1200 is now very often the first choice for lighting designers wanting a powerful moving head"*.

He says that the price of the Robe 1200 AT Series is extremely good compared to others, and that the light output far exceeds that of any other comparable fixture

Photo caption (left to right): David Srba (Robe Show Lighting), Roberto Virgilio (GemmiLuci), Ales Grivac (Robe Show Lighting) and Paula Porolisseanu (Robe Italia)

Being able to offer competitive rental prices is crucial in the Italian market at the moment. He adds that, importantly, the technicians also all love Robe because the fixtures are so reliable ... they hardly ever need any onsite maintenance at all.

GemmiLuci will continue to purchase Robe products to meet the demand. *"At the moment everyone in Italy seems to be using it ... In fact the more we buy, the more stock goes out of the warehouse all*

the time!!"

He confirms that the general trend in Italy over the last 12 months has been for the other rental companies to invest enthusiastically in Robe as well. The knock-on effect being that GemmiLuci's business also increases along with the variation of shows on which Robe is specified. *"I would say with confidence that Robe is among the most popular moving light products in Italy at the moment"* he says.

Current and recent GemmiLuci supplies of Robe include to ARCO Multimedia in Rome for "Celentano" (Rock Politik) on RAI 1 ; for several Mediaset programmes including "Genius" - featuring gifted babies - and over a hundred 250 Zoom units (LD Aldo Solbiati); for the third year of quiz show "Cologno Monzese" in Milan, being recorded at Studio 11; to rental company Mixer Sound & Light for "L'Isola del Famosi" (Island of the Famous) for LD Alessandro Porcaru; and they also supplied ARCO Multimedia with additional kit for Miss Italia 2005.

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