

30.6.2015

LEDBeam 1000s in Hair Raising Italian Show!

Products Involved

LEDBeam 1000™ LEDWash 600™ MMX Spot™

Robe LEDBeam 1000s – supplied by Tondello Technologies from Padua were used to light the annual sales convention of a leading hair styling brand, staged at the Grimaldi Forum in Monaco.

The exclusive two day event was attended by a large number of Italian dealers and distributors of the brand, and included a gala dinner, sales meetings, conference sessions and performances by a number of international hair stylists. The idea was to identify and initiate new trends in the world of hair cutting, colouring and styling.

Guests were also entertained by several bands and an array of comedy artists from Zelig, a popular primetime weekly TV comedy show broadcast on Italian Canale 5.

Tondello Technologies, under the direction of Alessandro Tondello, supplied lighting, sound, set and staging and co-ordinated all the relevant technical production and logistics.

The room and tables set up for the gala dinner were illuminated by 16 x MMX Spots and 16 x LEDWash 600s, together with 16 of the new LEDBeam 1000s which have recently been purchased by the leading rental company.

Alessandro is impressed with the power and intensity of the LEDBeam 1000 which features the proven technology of Robe's best-selling LEDWash.

Thanks to flexible features like the zoom and the highly effective frost, he was able to use the units for potent colour washes shooting across the room as well as for beam looks and special effects.

Eight Robe Pointes were used for illuminating a series of black tented exhibition areas set up on the stage where artists and stylists could showcase their creative work.

Alessandro programmed and operated the show using a Jands Vista console.





