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Robe is the Boss

Products Involved

LEDWash 600™ **ROBIN® 300E Spot**

Lighting designer Francois van der Merwe from MJ Event Gear in Johannesburg, South Africa used Robe ROBIN LEDWash 600 and ROBIN 300E Spots to light the recent SA launch of the new Hugo Boss fragrance, Boss Bottled Sport.

The stylish uber-cool event, attended by a glittering cast of celebrities and beautiful people from the world of sports, fashion and entertainment, was produced by Crimsonroom Communications and staged at the McLaren dealership in Sandton, central Johannesburg. It was hosted by radio and sports presenter Sasha Martinengo and Hugo Boss SA Brand Manager Kerry Ellis, with live entertainment from DJ Fresh and DJ Bravo.

MJ was commissioned to supply full technical production by Crimsonroom Communications, with a brief to light the building inside and out in a rich and sumptuous red, matching the idea of energy and 'preparation for challenge' associated with Bottled Sport.

Six Prolyte 'totem' truss towers – toned in red, were positioned around the showroom, each with a Robe LEDWash 600 rigged on top, which were used for generally washing the show and presentation area and DJ stage.

The showroom featured a number of performance vehicles including Lewis Hamilton's 2007 F1 McLaren race car.

Francois comments that the LEDWash 600s were potent and bright enough to easily colour the entire room, and that the 15 – 60 degree zoom is "Amazing". He is starting to use them regularly on all his projects, and really appreciates other features such as unit weight and low power consumption. Four ROBIN 300E Spots were fitted with custom 'Boss' gobos for the event, which were beamed around the room.

The hugely successful evening was enjoyed by all.

MJ Event Gear is one of South Africa's leading rental and technical production companies, and has an extensive stock of all types of Robe moving lights.



