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Robe MMXs Specified for Luminosity Show

Products Involved

MMX Spot™

Robe's ROBIN MMX Spots are an integral part of the new 'Luminosity: Ignite the Night'. Powered by Pepsi's visual extravaganza at the Cedar Point Amusement Park on the Lake Erie peninsula in Sandusky, Ohio.

These were specified by lighting designer Al Crawford of Arc3design, who worked alongside Lighting Director and EOS console programmer Zakaria M Al-Alami (Zak) on the project.

Based in New York, Arc3design is a collective of LDs and technical artists who combine their multi-disciplinary experiences on innovative projects encompassing the genres of concert performance, theatre, dance, corporate and private events and environmental installations.

They were brought on-board to bring imagination, vitality and "WOW" factors aplenty to the Luminosity show by show producers Ryan Stana and Tarrah Hirsch of RWS & Associates Entertainment. The twenty Robe MMX Spot fixtures are positioned at the back, front and sides of the stage - and are the only fixtures used in all these key positions. They are programmed to bring many classic concert looks around the stage. Arc3design is relatively new to Robe. They had been keeping an eye on the product line and waiting for an opportunity to incorporate it into their lighting plots.

For the 35 minute end-of-day media-rich music and dance experience, followed by a live DJ mixed after party / club, they sought a fixture that would add "Strong aerial architecture and definition to a plot built on very present and deliberate visual statements," explains Zak, as well as to add "Graphic variety and double as powerful accent and general lighting on the performers".

The MMX was recommended to Arc3design, and after putting a demo unit thoroughly through its paces, they made their decision to go with MMXs. It is an outdoor show, so reliability was also vital to choosing the lighting fixtures, and Robe is known as one of the most reliable brands on the market. They are used extensively to reinforce the show narrative as it unfolds accompanied by a molten mix of old, new and classic dance tunes.

Production Designer Jeremy Doucette's set brings a 360 degree perspective to the action. The main performance space is built within a scaffolding structure and the areas surrounding it and the audience also feature several large trussing elements.

The MMXs are scattered around the space to give maximum variety and so they can hit all the areas and positions.

Covering a large area of approximately 230 ft by 130 ft, the MMXs provide the 'go-to' system for the quick deployment of light onto performers wherever they appear.

Many creative features and unique elements, like the dual graphics wheel, are utilised. "It's a great feature", enthuses Zak. "We are very pleased with the variety of bold graphic looks and the strong well-defined visuals that we could not get out of anything else on the rig. These have really made the MMXs stand out."

The design team also really appreciates the 8.5 – 46.5 degree zoom range and the other distinctive gobo and prism effects that the MMX offers.

Using these with imagination and skill brings complex multi-layered results incorporating full stage pattern washes, bright aerial looks to cut through everything else and tight intimate beams for highlighting the performers!

The fixtures were delivered from Robe Lighting Inc. to Blue Haze Entertainment of Huntington Beach, CA who completed the installation.

The Luminosity show - combining lighting, sound, fireworks, lasers, DJs, singers and dancers and lots of energy - currently runs every night through the summer months of June, July and August at Cedar Point, and is already proving massively popular.

Cedar Point was opened in 1870 and is the US's second oldest amusement park. It features 74 rides including 16 roller coasters among many other highly enjoyable elements including the new Luminosity show!





