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Making a Pointe at the ACAs

Products Involved

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

Tom Kenny lit the 2013 American Country Awards (ACAs) staged at Mandalay Bay Resort & Casino in Las Vegas, using over 100 Robe moving lights, including Pointes, LEDWash 600s and LEDBeam 100s, as part of his extensive rig for the occasion.

Working closely with scenic designer, Steve Bass, for Bob Bain Productions of Los Angeles, Tom crafted a memorable visuality for the fan-voted event including all of the onstage video elements and lighting for 11 show-stopping, live performances which included Lady Antebellum, Florida Georgia Line (who also collected six awards), Randy Houser, Justin Moore, Jake Owen, Darius Rucker, Sheryl Crow, Brad Paisley, LeAnn Rimes and more. It was broadcast live on the Fox Television network.

Among Tom's arsenal of lighting fixtures were the 60 Robe ROBIN Pointes, 60 ROBIN LEDWash 600s, and 24 ROBIN LEDBeam 100s all of which were central to the show.

The Pointes were positioned on the deck and in the air, their lines highlighting key set architecture on the stage and portions of the trussing superstructure above, while the LEDWashes were used for general eye-candy and for illuminating set and stage. The LEDBeam 100s were placed throughout the arena, opposite the stage.

Tom was the first US-based LD to use Robe's new Pointes on a high profile show earlier in the year at the MTV Upfronts - which showed a real confidence in the product - and they have now become a firm favourite in his tool box.

He likes their multi-functionality and the fact that 'one light does all' as they are equally as strong when used as either beam, spot, wash or effects fixtures. "We all like the brightness, the colours, the gobos and the multiple effects," he says, describing lighting large awards shows like this as very similar to 'painting bold, dramatic pictures with light'.

In embracing the product early - and always keen to try new and innovative technology - Tom has also encouraged other LDs to look at the Pointe and integrate it into their designs. He comments, "One of the things I really appreciate about Robe as a manufacturer is that they properly listen to what designers want rather than just bringing out a product and expecting everyone to work with it!"

Tom really enjoyed lighting the 2013 ACAs, "The production crew are all fantastic people and in the visuals department, we really had to think on our feet, make quick decisions about the treatment for each artist according their brief... and then go with it."

"All the artists were excellent and it's really refreshing to work with people who trust our judgment and expertise to make them look fabulous onstage".

The talented creative team working alongside Tom included Lighting Programmer Felix Peralta who used two grandMA2 full size consoles, Video Content Producer Ian McDaniels, Gaffer Bryan Klunder, Art Director Kirsten Merlino and TV Director Michael Dempsey.







