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BMFL Makes US Debut on Teen Choice Awards

Products Involved

BMFL™ Spot

Robe's new Bright Multi-Functional Luminaire ("BMFL") made its U.S. debut on the 2014 Teen Choice Awards (TCA) - a dazzling, high profile event attracting numerous beautiful and successful young faces from the world of teen entertainment.

This year's show was broadcast live on the FOX Television Network from the magnificent, art deco Shrine Auditorium located on the campus of the University of Southern California in Los Angeles. Lighting was designed by the equally high profile Tom Kenny - well known for embracing new technology - who was delighted to be the first designer in the U.S. to use Robe's fantastic new moving light.

Fifty-two BMFL Spots were made available to Kenny to add to his rig for the show, which had to be hastily re-designed when the venue was changed a week before the live broadcast, after the original location Pauley Pavilion in Westwood, CA, was closed due to flooding.

Kenny placed 24 x BMFL Spots in the above-stage trusses. Another 20 were dotted around the venue on audience trusses and above the Queen's Box (on this occasion occupied by the Teen Choice Awards blogging team) and the remaining eight were placed on the deck.

"After seeing one of the units on test, I was so blown away that I decided to locate them in prominent places for the show," explained Kenny.

Being a live television show, everything needed to be bright and well-balanced. There was a lot of LED in the set design and "...those BMFLs cut through everything like beautiful beams of sun! They were amazing."

"They are fast, the optics are great and they are light in weight for the size and complexity of the fixture. The BMFL has come at exactly the right time! Everyone needs a good strong, reliable and exceptionally high powered profile lightsource," he states.

Kenny worked closely with Set Designer Steve Bass to develop the effervescent visuality of the 2014 TCA event which was colorful and animated. The show looked as stunning on television as it did for the live audience of over 6,000.

His programmer was Michael Appel, using a grandMA2 full-size console, and the show was produced by Bob Bain, Greg Sils and Paul Flattery.





