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Croatian Open Day for Robe

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The event was organised by Sali Trade's MD Mladen Korac and Sales Director Davor Vujic. They invited as many clients, potential clients, lighting designers, specifiers and other interested parties as possible. A diversity of people from all areas of the industry made the trip - theatres, TV and production studios, rental companies, discos and clubs and large hotel chains.

Robe Show lighting was represented by International Sales Manager Harry von den Stemmen and Technical Support Specialist Ales Grivac.

From the left: Ales Grivac (Robe) and Mladen Korac (Sali Trade)

The full range of Robe AT series fixtures were demonstrated, as well as the new DigitalSpot 5000DT and the StageQube 324 products - both of which aroused particular interest.

The theatre stage was divided into several areas: one for conventional theatre luminaires, one for controllers, another one for TV studio lighting. The StageQubes were specially featured and Robe took - literally - centre stage with the AT series of moving heads as well as the DigitalSpot 5000DT. There was also an area in the back of the stage, where a little "quiz show" took place - a very nice idea to show how a room can be turned into a TV studio. All these ideas had been developed by Korac and Vujic and the Sali Trade team.

High profile theatres attending included The Croatian National Theatre Osijek, Kazaliste Sisak , Kazaliste Karlovac , Kazaliste Zar ptica Zagreb , Kazaliste Dr. Inat Pula , Istarsko narodno kazaliste Pula , Kazaliste Virovitica , Kazaliste Cakovec , Kazaliste Buje , Kazaliste Porec and Crnogorsko narodno pozoriste Podgorica.

TV studios were represented by Nova TV Zagreb , SB TV Osijek , NET TV Sisak- Zagreb , Kanal RI Rijeka ,TV Nova Pula , and NIT TV Pazin - covering all the major national channels and networks.

On the rental company front, again, all the leading players from the regions were there, including MK Sound Slovenia , Sunflower Rijeka , Novi Sound Sisak, BBA- Agregati - Montenegro , P.Audio centar Zagreb ,G.I.S. Rijeka ,Produkcija zvuka Cakovec , Euroton Karlovac , BO-MAH Zagreb and Perinic sistemi Zagreb.

Various production studios included EXE production from Zagreb, VUX Zagreb-from Ljubljana (Slovenija) and locally-based Medvid from Pula.

From the disco and club world, the Hemingway Club in Zagreb, Rijeka and Opatija, the Aruba Club and Rock Club from Pula and disco clubs Byblos from Split, Porec and Vodice all sent technicians or managers.

There was also staff from Atman projectors, the Istraturist hotel chain and Sale Porec – one of the region's major disco and club equipment suppliers.

Harry von den Stemmen comments, *"I was really impressed with the high profile venue and the proficiency of the set up. For Croatia, I am sure that Sali Trade have set a new standard with the format of the event and this is why people made such a massive effort to get to it. We received a great reaction to all the products, and I expect the area to see plenty of growth in the future".*

Guests from Montenegro (the National Theatre of Montenegro and BBA Agregati) travelled for over 12 hours and 1000 km so that they could attend the presentation in Pula, and as a result, the first sale of Robe equipment into Montenegro has just been closed.







