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Robe in the Driving Seat for VW Polo Vivo Launch

Products Involved

ColorSpot 700E AT™ ColorWash 2500E AT™

Robe moving lights played their part in a spectacular star-studded show to launch the new Volkswagen Polo Vivo at Sun City Superbowl, South Africa.

Strike Productions supplied all the event's technical elements for production company Blue Moon, and also asked Robert Hoey from Dream Sets onboard as lighting designer.

Hoey is a big fan of Robe, and certainly put the 44 x Robe ColorSpot 700E ATs and 24 x Robe ColorWash 2500E ATs through their paces during the action-packed event, which included an all-star live line up with international pop superstars Kelly Clarkson from the US and Westlife from Ireland, plus South Africa's finest in the form of The Parlotones and Freshly Ground. He incorporated a lighting design brief from Kelly Clarkson's LD, Fraser S Mackeen and Westlife's tour management also sent in a spec. It was a great mix of live show and corporate presentation styles of lighting.

Most of the Robes were in the overheard rig, with 6 ColorWash 2500E ATs attached to sections of vertical truss, bolted to the backs of rolling risers used for band changeovers, providing powerful back lighting effects. Twelve of the ColorSpot 700E ATs were also on these upright trusses.

Hoey used 12 of Robe's new ColorBeam 700E ATs for the first time on this show, which he states "Really rocked!" They were positioned on the band rises and utilised as effects floor lights.

Hoey says, "I had a great time with the Robes, which were reliable as always".

Other lighting included a large conventional rig, strobes and some LED fixtures, which together with the Robe moving lights, were operated by Hoey using a Jands Road Hog Full Boar console.

The spectacular 48 metre wide set designed by James MacNamara filled the width of the Superbowl. It was built from scaffolding, material drops and general staging pieces, and really took light well, especially when highlighted from multiple angles, bringing additional depth and dimension to the visual equation. Three cars were flown in from the roof for the finale, joining 4 cars positioned on the set, all of which needed to be gracefully and dramatically lit.

The show's two technical directors were Strike's Eben Peltz, who was involved from the initial concept to the final event, and Jason Fritz, whose experience with countless international acts made him ideal for client liaison and additional support.

The event was attended by a selection of VW branch managers, senior management from Germany and other directors, plus numerous celebrities.



