

18.8.2011

Australian Motor Show

Products Involved

ColorSpot 2500E AT™ LEDWash 600™

Clifton Productions supplied a large quantity of Robe moving lights for the 2011 Australian International Motor Show, staged at Melbourne Convention and Exhibition Centre, receiving nearly 200,000 visitors.

The Clifton team designed and lit several high profile stands including Holden and Maserati, and supplied lighting equipment to Toyota and Lexus.

The Holden stand featured 49 x Robe ROBIN 600 LEDWash fixtures used for the main booth lighting. The new Holden Colorado 4x4 vehicle was launched, with the new Holden Barina and Holden Cruze hatchback also prominent, and the LEDWashes playing a key role in creating a big dynamic show for press day. The LEDWashes were placed all around the booth. The new vehicles all had circular trussing pieces flown immediately above, each rigged with either 6 or 8 LEDWashes, making great visual effects in their own right and allowing the lights a fully flexible focus range around the booth.

The Toyota stand was lit with lots of Robe ColorSpot 2500E ATs to Ziggy Ziegler's design, who also unleashed his imagination on the Lexus stand, this time using ROBIN 600 LEDWashes. The Maserati stand also featured Robe ColorSpot 2500ATs.

The various clients were all delighted with the effects of using the Robes reports Clifton's Warren Maher, adding "The 600 LEDWash is an ideal unit for this application".











