

1.6.2009

Robe At The 2009 Melbourne International Motor Show

Products Involved

ColorSpot 1200 AT™ ColorSpot 700E AT™ ColorWash 2500E AT™
ColorWash 700E AT™

Robe moving lights got right into the fast lane for the 2009 Melbourne International Motor Show, where they were used on several stands for which lighting equipment was supplied by Victoria-based Clifton Productions, one of the exhibition's main technical suppliers.

With nearly 340 cars on show, there was something to suit the needs and dreams of most new car buyers, and supreme efforts were made all round for each booth to look spectacular. Different combinations of Robe ColorSpot 1200 ATs, ColorWash 2500E ATs and ColorSpot and Wash 700E AT Series fixtures were used to illuminate a host of premium automotive brands including Toyota, Holden, Mazda, Lotus, Honda and Nissan.

Each of the stands lit by Cliftons had its own unique design and layout - developed with each of the individual LDs involved, complete with specially created lighting effects. These ranged dynamically from Lexus' massively impressive display with large washing effects to KIA's modernist LED screen presentation.

"Lighting effects play a huge part in having impact and making booths stand out at large exhibitions of this calibre", explains Clifton's systems tech, Aaron Humber.

Robe fixtures were used primarily to colour wash the cars, Humber adds, *"The reliability and brightness makes them ideal for applications like this".*

The Mazda stand used Robe ColorWash 2500E ATs specifically because they had the ability to punch through the prominent stand working lights and create a vibrant colour wash on the back wall.

Kia used Robe ColorSpot 1200 ATs for gobo projections on to the cars, while Lotus used both ColorSpot 700E AT and ColorSpot 1200 ATs for a reveal and to wow the crowds.

On Lexus, lighting designer Ziggi Ziegler from ZZ Creative Services added his personal imaginative touches. Robe ColorSpot 1200 ATs and ColorWash 2500E ATs were used for gobo projections during the press launch session, and thereafter to wash each of the cars in colour and texturing. The ColorWashes were used for lots of high impact gobo effects and fast CMY

colour mixing. Clifton's system tech John Stanley programmed and operated the Lexus stand with an Avolites Pearl, the Toyota stand with a Hog PC and the rest of Clifton's stands with LSC Maxium consoles.

Clifton Productions has in excess of 500 Robe moving lights in their inventory which are in constant and continuous use around Australia, says Aaron Humber. *"I wish we had more - we just can't get enough of Robe!"*

