

6 / 2 / 2014

# Robe Helps Change Mobile World for a Global Telecommunications Player

## Products Involved

### LEDWash 800™

A Chinese telecoms giant staged their 'Mobile Changes The World' event for over 1,000 special guests at the 2014 Mobile World Congress (MWC) in Barcelona, Spain, with a gala evening of entertainment at the St Jordi Arena.

This was produced by Imagination Asia, a global creative agency headquartered in London (UK), complete with a fabulous lighting design by Steve Nield, which featured over 150 Robe moving lights. Nield, working directly for Imagination's Shanghai office under Senior Executive Producer Linda Bell, specified 80 x Robe ROBIN LEDWash 800s for the event - together with other moving and generic luminaires, strobes and LED fixtures.

Unbeknown to him until he arrived in Barcelona ... it would be the first time that he used Robe Pointes!

Seventy-two Pointes were installed on the lighting rig by lighting supplier Arcoiris Lighting System ... replacing the original beam fixtures on his initial design drawings. Having heard a lot about the Pointe, he was "Pleasantly surprised" to discover the substitution.

Thirty of the Pointes were in the air, and the remaining 42 split between the stage floor and the decks of the stage set which included several scaffolding towers. At the last minute, two vertical 3 metre drops of truss were added to each end of the rear truss, and another four Pointes a side were rigged on these to complete the continuous array of beams.

The Pointes were used to add texture, effects and various WOW factors to the eclectic and vibrant international line-up of entertainment onstage. This included UK dance troupe Fear of the Unknown, The Sanostra Flying Drummers from Germany, Tibetan singing trio A'jia, the duelling Piano Guys, CPG dancers and the Crystal Band who played on traditional Chinese acrylic instruments.

It was a really varied programme performing across three different stage areas and in the air of the venue, so the need was for lighting to be as adaptable and flexible as possible.

Nield was extremely impressed by The Pointes and in particular liked the beam clarity, the speed and the general effectiveness of the fixture as a beam tool.

The LEDWash 800s were used for highly effective high quality wash lighting around the house and the audience.

Nield now intends to use Pointes on his future work, which includes a vast selection of different production design projects worldwide. UK born, Nield now lives in Malaysia and working as Steve Nield Lighting Visual Production Design continues to enjoy his hugely successful 30-year industry career.

Nield first used Robe products in around 2004 and recently has been specifying Robe's LED ranges increasingly. "It's clearly a solid brand and I think they will continue to do well with their range of products," he comments.

Photo Credits: Steven Nield







