

ADJ Jolt MFX 360 Brings Versatility and Movement To 'It's Iconic' Tour

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When three legendary female vocal groups joined forces for the 2026 *It's Iconic* tour, the production faced a unique creative challenge: delivering a cohesive visual experience while giving three very different artists their own distinct identities. For Lighting Designer and

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Programmer Rob Koenig, ADJ's new Jolt MFX 360 provided a versatile tool that could help transform the look of the stage from one act to the next.

Headlined by TLC and Salt-N-Pepa with special guests En Vogue, the 32-city North American tour brings together three defining names from the worlds of hip-hop, R&B and pop. The tour launched in August and continues through October, with dates taking in major outdoor amphitheaters and arenas across the United States. For Rob Koenig, creating a lighting design that respected the individual visual identities of each artist was central to the creative process.

"These are three very distinct artists that can be very easily labelled '80s and '90s pop, but – as a musician myself – I know it's not that simple and therefore approached each act independently," explains Rob. "TLC requires a futuristic aesthetic: cyans and magentas with lots of GOBOs. Salt-N-Pepa is very club-oriented; very street. So, my challenge was to make their set look dirtier; not so refined. Washes were more prominent, GOBOs were not, with more rockstar elements. And then En Vogue is very classy; very refined. Heels! My inspiration was a night out at a five-star restaurant or a Ritz-Carlton ballroom."

A Pragmatic Approach to a Complex Tour

With three artists sharing one production, the lighting system needed to provide plenty of creative flexibility while remaining practical for a demanding touring schedule. The production was supplied by Nashville-based Premier Global Production Co. Inc. (PGP), with Rob working closely with the vendor team to develop a system that could deliver the necessary looks within the realities of trucking and venue dimensions.

"As far as the design itself goes," continues Rob, "it was very pragmatic. Deals with vendors were in place months prior. My close relationship with PGP gave me some freedom to make a few additions and fixture choices that I felt we needed. James Volhoffer and "Geddy" Kordyjaka at PGP helped us put together the most robust system we could within the limitations of trucking space and venue size. They allowed me some freedom because, as I said, all three of these acts are wildly different."

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Discovering the Jolt MFX 360

"We went to sound:check in Mexico and really enjoyed seeing the Elation/ADJ booth," states Rob. "We were very impressed with the direction ADJ is moving, it's clear the company is working diligently on taking the brand from being prosumer to a professional grade product. And I love a good underdog story, so, I wanted to give them a shot. The Jolt MFX 360 really caught my eye and in the end we went for 64 units for this tour. We had them built into carts for a fascia to the set on stage: six fixtures per cart, stacked vertically. They roll onto the stage and slide right underneath the set and power up in minutes. PGP facilitated this request beautifully."

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The **Jolt MFX 360** is designed around two distinct lighting personalities in a single fixture. One side combines a warm 1800K amber blinder effect with an RGBL scenic glow, while the opposite side features a high-output cool-white strobe surrounded by RGB LEDs for powerful color washes. Fast motorized tilt allows the fixture to transition between the two faces, while continuous 360° rotation adds a further kinetic dimension.

Soft, Dynamic and Visually Distinctive

While the Jolt MFX 360 is capable of delivering high-impact strobe and wash effects, Rob found another quality particularly useful for the production: its ability to contribute to the visual design without competing with the performers. "They look great," he enthuses. "They're a soft beam, so not offensive to the eyes, and not distracting from the faces and performers. They are a fun batten with some unique features like the warm white cells on the opposite side. And 360 degree infinite rotation is always a good time! Everyone was incredibly happy with the look and the feel of the fixture. It gave us a level of fun on the show we needed."

The Jolt MFX 360's combination of warm scenic illumination, RGB color, high-output cool-white effects and motorized movement makes it possible to create everything from subtle background texture to dramatic, kinetic lighting moments. Its independently controllable LED zones also provide opportunities for detailed programming and animated effects.

It also proved a hit with the touring crew. Crew Chief Sonny Hensley states, "The Jolt MFX 360s might be the best lights we have out here on the tour – great lights – really impressed with how they've handled touring this way."

Complementing the Jolt MFX 360s, the production also incorporated 16 ADJ **UBL12H** linear LED fixtures positioned downstage for uplighting. With RGBAL+UV color mixing, high CRI output and linear color temperature control from 2,300K to 9,900K, the UBL12H provided a flexible tool for shaping the performers from the front of the stage while maintaining the overall visual palette.

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A New Chapter for ADJ on the Touring Stage

For Rob, the experience of specifying the Jolt MFX 360 represented more than simply adding a new fixture to the rig. It was an opportunity to explore the capabilities of a manufacturer he felt was increasingly focused on professional touring applications.

“My perception of ADJ as a brand is very much changing,” he concludes. “Let’s face it, this was never a company that was taken seriously in the touring world, their products were always meant for clubs. However, after the evolution we’ve seen in other companies like Elation, I have thrown all preconceived notions of who manufacturers were out of the window, and now embrace where

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they're trying to go. I think ADJ is making some great moves, and over the next couple of years we will see them more and more in the professional touring space."

With its combination of two distinct lighting effects, continuous 360° movement and compact touring-friendly format, the Jolt MFX 360 proved to be a versatile addition to the *It's Iconic* production. Used as part of a custom cart-mounted fascia and complemented by UBL12H fixtures downstage, the new ADJ luminaire helped provide Rob Koenig with the flexibility required to visually distinguish three iconic artists while keeping the overall system practical for the road.



Concert

ADJ Jolt MFX 360 Brings Versatility and Movement To 'It's Iconic' Tour

It's Iconic — TLC, Salt-N-Pepa & En Vogue 2026

Lighting Designer / Programmer

Rob Koenig

Lighting Vendor

Premier Global Production Co. Inc. (PGP), Nashville

Crew Chief

Sonny Hensley

Techs

Kurt Crosly, Dylan Sanford and Christian Hernandez

Photography

Jesse Roberson

<https://www.brightnessdarkness.com/>**ADJ Gear List**

64 x Jolt MFX 360

16 x UBL12H