

# AEA win best stand

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Congratulations African Event Architects, winner of the “Best Overall Stand” category for \*Meetings Africa, a top business tourism exhibition held at the Sandton Convention Centre from the 24 - 26 February 2010. The stand utilized technology which may be standard internationally but is relatively new to South Africa, namely six Pixel Line 1044s and 24 x Pixel Par 90s, all from James Thomas Engineering. Four Robe DigiSpots and three media spinners with 42” plasmas assisted to create a fresh yet artistic look. Over and above, Vectorworks and a 3D Virtuliser was used, with all equipment controlled by a grandMA. African Event Architects (AEA) is a collective group of companies representing services required in the conference and eventing industry in Southern Africa. This group of companies are passionate

specialists offering” rsvp management, event management, coach transfers, graphic design and multi-media, audience response systems, stage and set design, technical services and décor. Forming this association are MJ Event Gear, IML, Jo’Burg Set Co, African Earth Events, Active Capture, Coach Corp, Unlimited Events and Design Line. While each company is run individually, the combined resources of experts in their own particularly field, provide a service which does it all, right from registration and booking on line to the running and supply of the actual conference



or event. Francois van der Merwe (MJ Event Gear), Lara Dare (African Event Architects), Fiona Hack (Unlimited Events) and Morgan Bevan (JoBurg Set Company) The spec was to create a clean cut, corporate design. “We had limited space and had to work very carefully,” said Francois van der Merwe from MJ Event Gear. A stretch set was pulled over the stand and four Robe DigiSPots formed a merge. “When the merge was on the roof, we lit the floor with the LEDs. When the merge was on the floor, we lit the roof with LED Parcans.”

While the Pixel range have become standard overseas, to the South African market they are expensive, but very nice toys to own. “The units are phenomenal, they are incredibly bright and durable. The Pixel mapping is also incredible. If I had the budget I would buy a hundred of each, I love them.”

Francois realizes that there is the “green” aspect to consider. “Our whole stand ran on a 32amp supply of which we only drew 17 amps per phase. This included control gear and two computers, grandMA and Maxedia, switches and the DigiSPots and media spinners with plasmas as well as

the Pixels.” A standard parcan would pull 4.5amps while the Pixels pull 0.3amps. With Parcans you only get one colour, white, which you can alter with gel, while the Pixel Pars have RGB, which means you can mix any colour.

Meetings Africa was very busy and African Event Architects were proud to walk away with the best stand award. “The overseas market plan well in advance and we had enquires for people planning events in 2011 and beyond,” he explains. “Our stand showed them all the physical aspects we are able to provide such as light, sound, av,structure, the design element and décor. On the first day of the show we had meetings, on the hour every hour, with international buyers.”

*\* Meetings Africa showcases products and services from across the region's meeting, incentives and events industries. It is a one-stop shop. If you are a conference organiser, meeting planner, corporate travel agent, destination management company, or are involved in securing and arranging events in Southern Africa, Meetings Africa is for you.*