



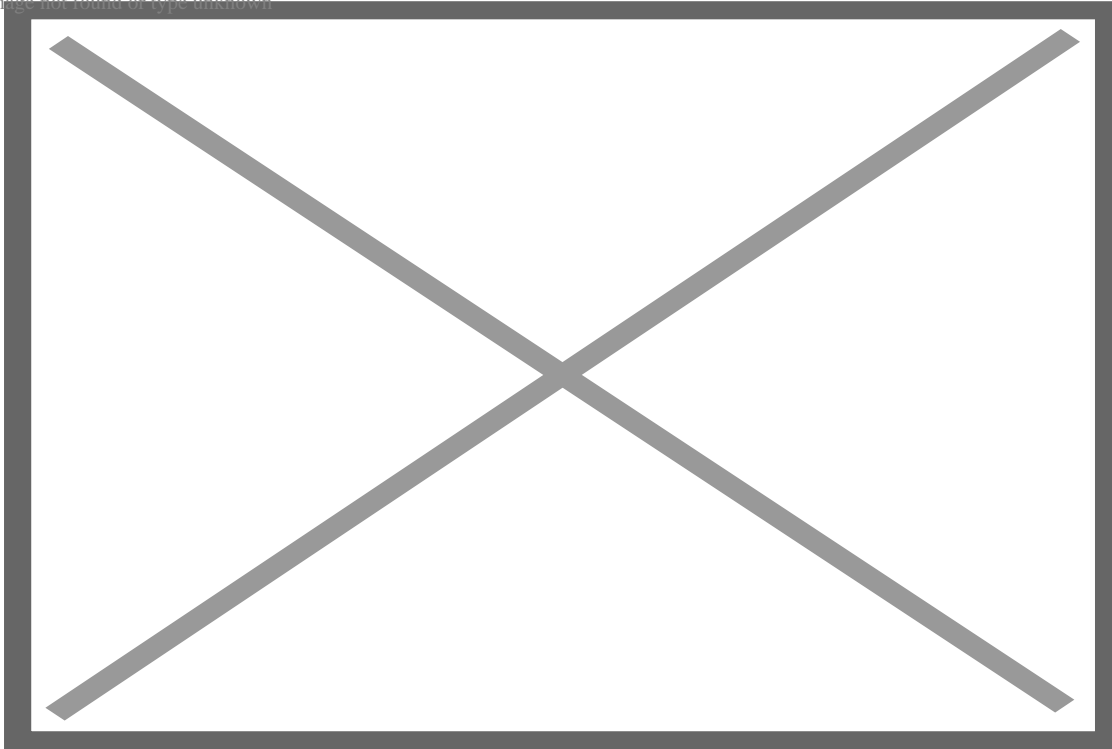
Courtesy Sarah

Rushton-Read

Philips Selecon's SPX Zoomspot Profiles have made a splash on the catwalk for Africa Fashion International (AFI) Fashion Week.

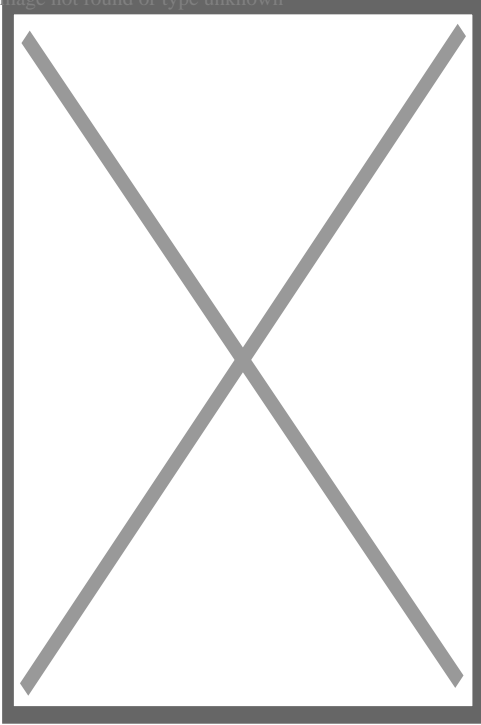
Johannesburg based Dream Sets provided the technical direction and lighting equipment, which included a large contingent of Selecon SPX Zoomspot luminaires. Lighting designer Mauritz Jacobs specified the luminaires because of the accuracy with which they control light distribution, the well-defined beam and because there is never any unwanted light spill.

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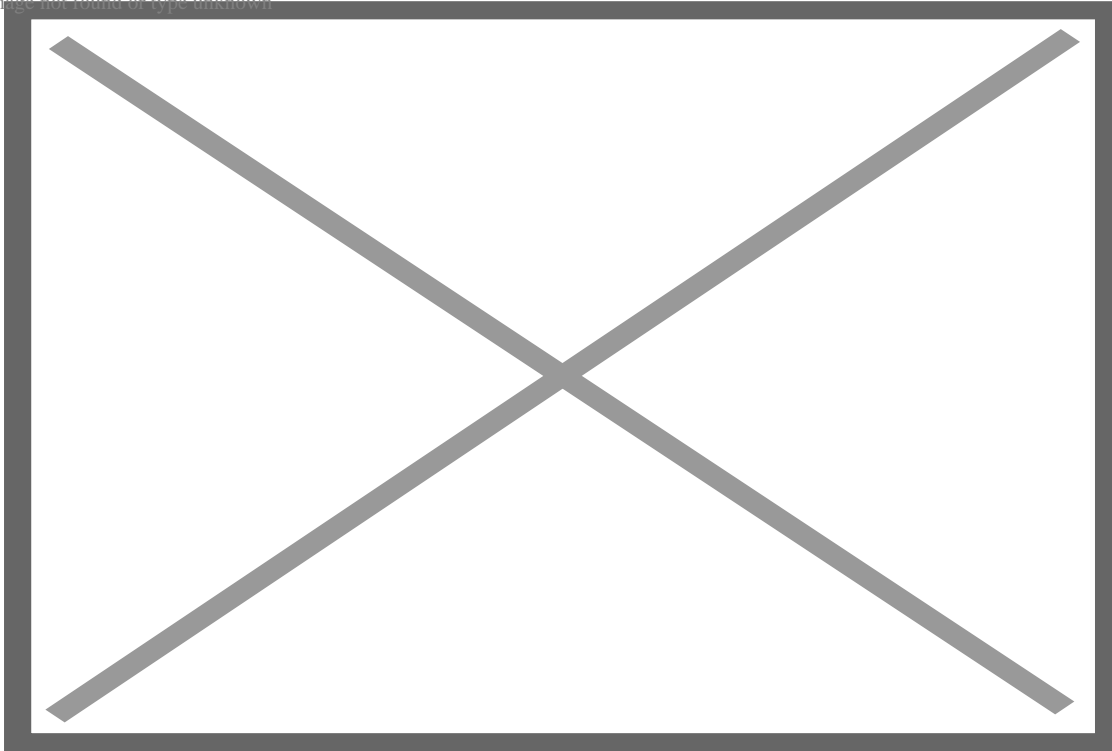
“In the last three months I have done several fashion events – SA Fashion Week at the Rosebank Hotel, Elle New Talent and AFI Fashion Week. I never cease to be amazed by how direct, accurate and practical the Philips Selecon SPX 36 degree is,” says Jacobs. “The Selecon SPX’s ability to get a soft, even wash over the required area without spilling in unwanted places is just absolutely magnificent. When using the shutter functionality on the SPX, you can shutter the light off on a sharp edge, and when you take it out of focus the line will actually still remain straight but just softly focused on the sides.”

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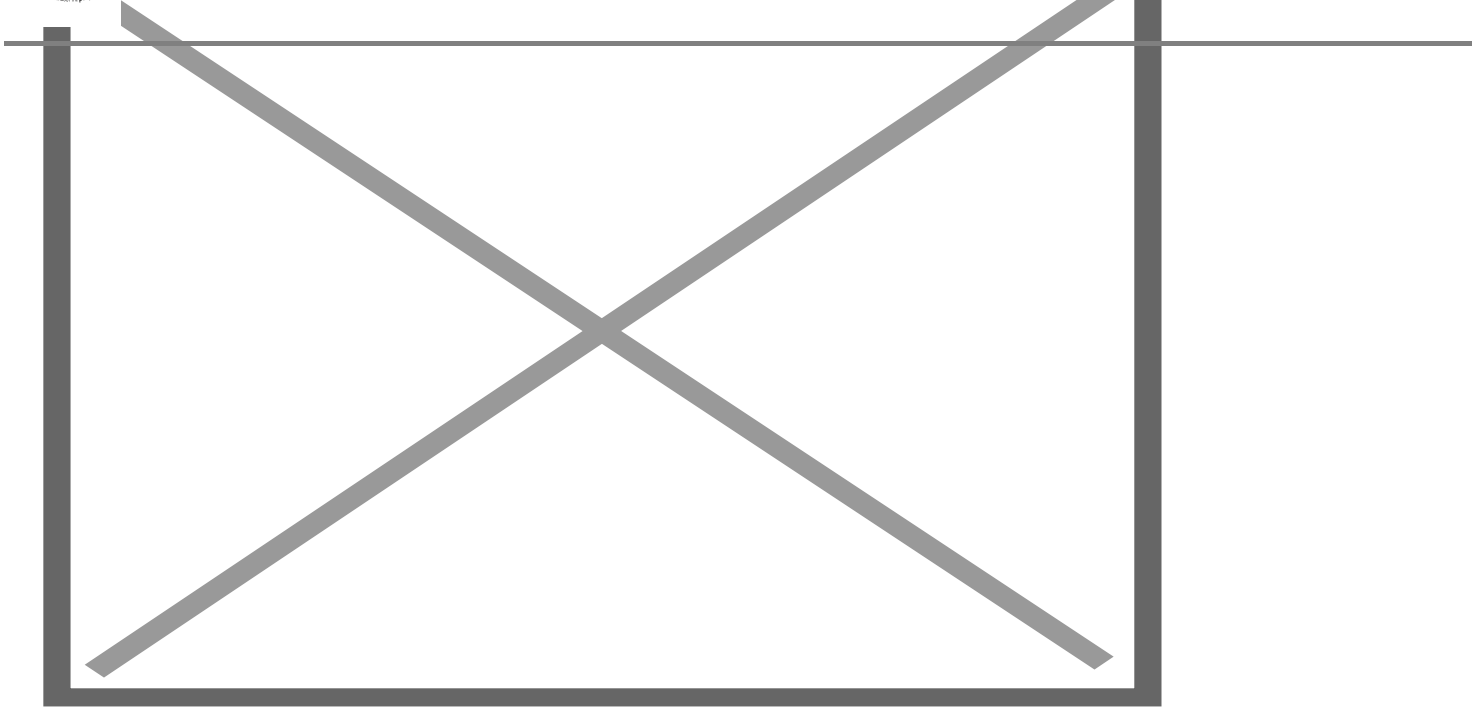


The SPXs were used close together above the catwalk to ensure there were no darkspots. “This set up can be a nightmare for me,” continues Jacobs. “The degree level at which the lights hang is crucial to avoid any unwanted shadows under the eyes and chin. For me, the Selecon SPX is undoubtedly the best choice for this application.”

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“The luminaires are ideal for a show where a bright, precise even coverage is required,” continues Duncan Riley, managing director of DWR, the Philips Selecon distributor for South Africa. “They offer up to 63% more light than the current industry benchmark and are designed to efficiently manage the power and heat from high output tungsten halogen 800W light sources. They boast a ‘crisp’ white light untainted by hues or colour cast, and a premium optical lens package.”



Mercedes-Benz Fashion Week Africa 2012, October 24-28, was held for the first time at the prestigious Melrose Arch in Johannesburg. During four days, it presented designers from all over the continent including talent from South Africa, Kenya, Mozambique, Morocco, Cameroon, Angola, Rwanda, Ivory Coast, Trinidad, Ghana, Nigeria, and DRC, but also New York.

