

Audi Joburg Fashion week

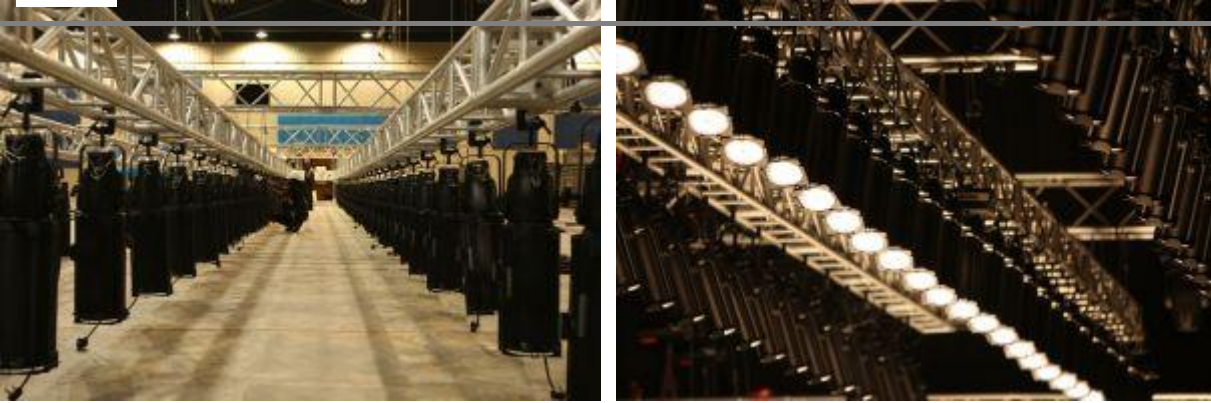
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(Pic Left) by Robert Izzett;

(Right) Courtesy Simon Deiner The familiar expression, “Many hands make light work” rang true for the successful Audi Joburg Fashion Week. Requested at the eleventh hour to cater for the technical requirements of this event, Shattered Glass had to purchase 122 ETC Source Four Profiles. The only problem was that was no stock in the country.

African Fashion International awarded Dikthaga Events’ Ian Ludick and Theofista Ellis the contract to manage the internationally renowned Audi Joburg Fashion Week, who in turn appointed Shattered Glass as the technical supplier to the event for lighting, sound and video.



(Above pics) by Duncan Riley

Shattered Glass Director and Lighting Designer – Richard Horwell, was given the opportunity of meeting the internationally specified New York Fashion Event. Deon Redman – New York Producer – consulted with Richard and presented images of the models showing the exact look that he wanted – lighting that would cast no shadows on the faces of the models as they took to the 25m cat walk, in addition it was imperative that no depth to their facial features be lost.

In order to achieve this, an even light spread would have to be used, dividing the body up into 3 parts for even light distribution over a 25m span. Richard designed the lighting rig to achieve Redman's desired result and



(Above pics) by Duncan Riley

Shattered Glass' Mick Landi, Adriano Landi and Richard Horwell arrived at the offices DWR Distribution on Thursday, January 8th, the day they were given the order. "I said to Mick, leave it to me, we'll be able to deliver

in two weeks,” commented Duncan Riley from DWR. “Mick just laughed and said that wasn’t going to work.” The equipment had to be in South Africa by the following Friday for set up at The Sandton Convention Centre.

“I spoke to Mark Malherbe from Prosound and it just proves that competitors can work together. That’s important to me.” Said Duncan. “The bottom line is that between Prosound and DWR we made it happen. The fixtures landed on the Wednesday and could be rigged on Friday. DWR are not the agents for ETC, but because Shattered Glass wanted to deal with us, and because of our relationship with Prosound, the equipment managed to arrive in less than a week from the States.”

The order consisted of 106 x Source Four Zooms (15 – 30 deg), 10 x Source Fours (5 deg), 6 x Source Four (10 deg), 122 Gobo Holders and 24 Irises.

The Source 4s were used for back light, front light and side light. The Source 4 lenses ranged from 5 to 30 degrees, 12 2K Frennels were used to texture the backdrops. 96 dimmer channels were utilized with 400 amps of power. Richard used the Maxxys desk to control the lighting.



Courtesy Simon Deiner

Audio consisted of 16 JBL 4888 Vertec Boxes, VRX was used for front fills for the photographers and the media, I-Tec Amplification and was controlled with a Soundcraft VI 6.

To ensure that visual impact was maximised, 2 Sanyo 8000 ansi lumen projectors were used on the side screens and a Sanyo 15 000 ansi lumen for front projection onto the backdrops. 6 Sony 40” LCD’s – 2 landscape and 4 portrait, allowed guests the opportunity to preview footage of previous shows showcasing the designs of various featured designers.



Courtesy Simon Deiner Accolades from the event have been

astounding, Deon Redman commented “Thanks for AJFW. The shows looked great and I truly appreciate the detailed attention, dedication and commitment shown towards the event. I am really excited at the prospect of working with you all on upcoming events”.

** Special thanks to Karen Landi from Shattered Glass for her press release*