

Bush launch for Amarok

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The magnificent Phinda Private Game Reserve in KwaZulu Natal was the setting for the launch of Volkswagen's Amarok, held in October where the set, sound, lighting, AV and Power was provided by Strike Productions.

Bush launch for Amarak



“The client’s brief was that the lighting and set had to look as if it was part of the natural setting of a bush camp,” said Jason Fritz from Strike. We manufactured set elements using natural wood, which were used to house our plasmas and CityScape lighting.

Bush launch for Amarak



All of the set elements were housed within Bedouin marquees set up in the middle of the bush. The lighting was minimal and cleverly used to create a natural glow in the camp area. The event utilized 6 x 1k Profiles, 6 x Robe 700 Spots and 32 Robe CityScape fixtures.

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