

## Clay Paky Mythos named product of the year at the Live Design Awards



USA – The **Live Design Products of the Year Awards 2014-2015** were held on Thursday 4 June at the Jerry H Labowitz Theatre for the Performing Arts, during the **New York Master Classes (NYMC)**, and the Mythos climbed onto the highest step of the podium once again in the “Luminaire” category.

After winning the Plasa Awards for Innovation and Best Debuting Product at LDI 2014, the Mythos has also won this prestigious accolade. **Francesco Romagnoli**, Clay Paky Area Manager for North America and Latin America, and **Bob Gordon**, founder of ACT Lighting, Clay Paky’s distributor, received the award from the hands of **David Johnson** (LDI/ Live Design Publisher) and **Marian Sandberg** (LDI/Live Design Content Director).



Romagnoli said: “We have received yet another trophy from the industry for a product which is the result of Clay Paky research and entirely designed and manufactured in Italy. I would like to thank the ACT Lighting team, who have been doing an extraordinary job in recent years in terms of promoting and spreading our brand throughout North America.”

Bob Gordon echoed him: “The Mythos has made a real impact on the American market and beyond, as the Sharpy did before it. What the Mythos offers is unique. The rental firms in a show-oriented country like the United States realized its great potential straight away, and immediately set about hunting it down for their productions.”

The Mythos has already been used in a variety of events, including the Super Bowl XLIX Halftime Show, the Eurovision Song Contest 2015, the “Tree of Life” at EXPO 2015 in Milan (the tree that symbolizes the event), the celebrations for the anniversary of the fall of the Berlin wall, the Adidas Original Supercolors launch and the celebrations for the Six Nations Rugby Championship.



It has also featured on the tours of bands like Maroon 5, The Script, Florida Georgia Line, Zac Brown Band and Kenny Chesney. The Mythos also illuminated the Ultimate Kickoff Party Launch on the television channel CMT, the Morton Arboreum, the Intel Extreme Masters, Melodifestivalen 2015 and the Vivid Festival in Sydney, not to mention the L'Oreal Trophy Tour, the Formula One Gulf Air Grand Prix weekend in Bahrain and even the Bay Community Church in Alabama!

"We are proud of these results," said **Pio Nahum**, Clay Paky CEO, "which encourage us to continue in the direction we are going, namely always offering the market unique products in terms of quality and innovation."

Precisely on the subject of events lit by Clay Paky lights in the United States, Clay Paky has also received another award: the **Excellence Award** for the 2014 Halftime Superbowl, which starred Bruno Mars. **Justin Lung**, Marketing Director at ACT Lighting, said: "The Superbowl is the most important sporting event for Americans and one of the biggest TV shows in the world. It is followed by more than 100 million people every year. In recent years, the shows have always been fantastic and unforgettable, and we are proud to say that they have always been lit by a large number of Clay Paky lights!"

Bob Barnhart was LD for the 2014 Superbowl Halftime, using 330 Clay Paky Sharpys Wash lights and Clay Paky B-EYE K20s. Lighting Director: David Grill; Rental Company: PRG.

Il Lighting Designer per l'Halftime Superbowl 2014 è stato Bob Barnhart (David Grill direttore della fotografia, PRG rental company) ed ha utilizzato 330 Clay Paky Sharpys Wash e Clay Paky B-EYE K20.

However that is not all: other winning shows at the Excellence Awards were also staged with Clay Paky lights: the Dubai International Parachuting Championship 2014 Opening Ceremony, which won the Corporate Event category, featured Sharpys and Alpha Profile 1500s, and the Sochi Olympics and Paralympics, which won the "Live for Broadcast" category, were equipped with numerous Alpha Profile 1500s, A.leda B-EYE K20s and Sharpys.

These accolades confirm that Clay Paky lights are the most widely used in the world for large productions, and are chosen by lighting designers and rental companies for their great reliability and innovativeness.