

Golf 7 launch

02 April 2013



The much anticipated VW Golf 7 launch was hosted to South African dealerships over a two week period at Theatre on the Track, Kyalami and was beautifully lit by a range of Robe fixtures including Robin 100 LEDBeams. Satellite events were also held at Spier Wine Estate Conference Centre in Cape Town and at Zimbali in Durban.

Ogilvy South Africa, who form part of one of the largest marketing communications networks in the world, commissioned Kilowatt AV for the full technical support. Kilowatt AV designed 40m curved screen set and then partnered with Dream Sets to manufacture and install it. Martin de Bruin of Revolution Inc took care of the lighting design and made sure the experience was beautifully lit.



"Theatre on the

Track looked awesome, I have never seen it appear so big," commented Rhys Pughe-Pary, Technical Director at Kilowatt AV. The focus point was an enormous curved projection screen, 40m x 5m. The white set included a revolve and there was ample space to allow four of the new VW Golf 7s to drive through an automated reveal gate in the set and to park on the stage. With emotion provoking video clips playing on the screen, the question was asked, 'If you could only drive one car for the rest of your life, what would it be?'

"This event has been bitter sweet," added Pughe-Pary. "We managed to fit a 4 day load-in into one and a half days which included the set, logistics and technical. But the team pulled through and delivered what my client has called 'amazing!' Normally I pick my shows to pieces, but this one has been wonderful."

Lighting Designer, Martin De Bruin, who has been working with Kilowatt AV for 6 years now, had seen the drawings of the white set with its enormous projection surface. He knew he had to create a clean lighting design with smooth lines. Three curved Prolyte Trusses (2 x H30V and 1 x H 40 V) were rigged over the stage. The lighting fixtures consisted of 15 x Robin 600 LEDWashes, 12 x Robin 100 LEDBeams, 15 x Robe 700 ColorSpots, 8 x Robe 2500 ColorWashes, 32 x Philips Selecon SPX 750s, 2 x Avolites Powercubes and control on an Avolites Titan Mobile.



Having a white

set, De Bruin thought it better to have more fixtures at a lower intensity to create a smooth, soft finish.

"There was no space between the rigging position and the screen surface. That's where the low profile fixtures fitted perfectly," De Bruin explained. "The Robins actually ran at 15% intensity, and during one presentation, at 2%. They are incredibly bright."

Robin 600s were used instead of 300s because of the zoom and to create an even colour wash on stage. "The colour in the 600 is magnificent," said De Bruin. "And all the Philips Selecon SPX 750s were colour matched to daylight with half white diffusion."

Eight Robe 2.5 ColorWashes were placed on the balcony of the auditorium.



De Bruin programmed on an Avolites Titan Mobile. "I love it," he said. "It's compact, I can take it anywhere, is a 100% stable, easy to operate and quick to program. If you have a big enough touch screen it works perfectly."

Sean Hoey of Dream Sets commented, "It was great being able to work with Kilowatt AV." For those who attended, on some days up to 350 guests, it was an event of refinement and style, worthy of the 7th Generation Golf...the One.



Dillon Jearey,

Managing Director of Kilowatt AV commented "Kilowatt AV is almost 6 years old now. Having already supported a number of clients, we are pleased to have been selected by Volkswagen to support the launch of the new Golf. This partnership plays an integral role in our business in South Africa."



Lighting Equipment list:

15	x	Robin 600 LEDWash
12	x	Robin 100 LEDBeam
15	x	Robe 700 ColorSpot
8	x	Robe 2500 ColourWash
32	x	Philips Selecon SPX 750
1	x	MDG Hazer
1	x	Avolites Titan Mobile

