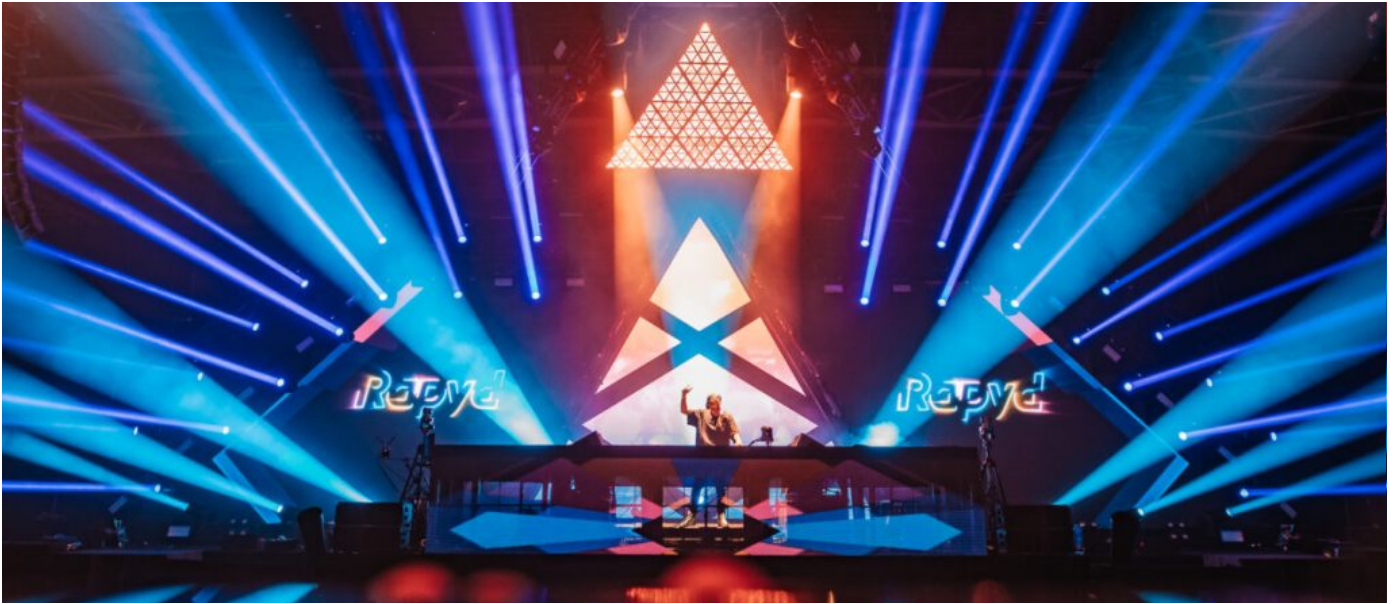




LEAD Chooses Claypaky Fixtures for Rapyd's "The Moment"
Showcase Event in Tel Aviv



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February – When **Israeli tech giant Rapyd**, which provides an API-based “fintech-as-a-service,” hosted a dynamic company rooftop party in Tel Aviv, **LEAD** selected an array of Claypaky fixtures to pull off one of the most innovative show concepts of the year.

Tel Aviv-based **Lighting and Stage Designers Omer Israeli and Dor Aichner**, who are known as **LEAD**, utilized **Claypaky Sharpy Beams, Mythos II** and **Scenius Unico** fixtures for the event, which kicked off on the roof of Azrieli towers and concluded at Expo Tel Aviv. The fixtures were supplied and installed by **Sincopa 2002 Ltd.**

Headlined by international DJs like **Tiesto, Martin Garrix, Armin Van Buuren, Nervo, Skazi** and **Infected Mushrooms**, “**The Moment**” party celebrated Rapyd’s employees and the amazing progress the start up has made this year, including doubling its valuation to \$2.5 billion.



Production company OTD Global was tasked by Rapyd to create an extraordinary, 10-day corporate event staged across Tel Aviv, including pop up parties, branded merchandise, drones and the massive showcase party. A triangle motif, designed for "The Moment" initiative, proved to be a central element in the look of the party; it featured almost 12 hours of music at the main **Azrieli towers** location and at the after party at **Expo Tel Aviv**.



"The triangle element was reflected in the event layout, which featured a 250-meter triangular truss ceiling, the lighting arrangements, LED screens and a huge triangle made from 16 LED fixtures that were pixel mapped. This key element changed its angle and position above the stage through the evening," explains Omer Israeli.

He and Aichner selected 40 Claypaky Sharpy Beams, 48 Mythos II and 24 Scenius Unico fixtures to pull off the high-energy show, which "generated a huge amount of attention [by the public] and interest among



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potential employees," Israeli notes.



Israeli, **Naor Bonomo, Andrea Beckerman, Erik Mahowald** and **Jacopo Ricci** were the show's **Lighting Operators**; Dor Aichner operated the lasers.

Lighttone (www.lighttone.com) is the Claypaky Distributor for Israel.