LED Project offers a Robe Edge forWorld Cup Fan Zone

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LED Project – run by the charismatic and interesting Sergio Serrano – is one of Mexico’s leading rental and installation companies and has made a major new purchase of Robe moving lights. These will be deployed at various Mexican fan zones during the 2026 FIFA World Cup, staged this summer in three host countries, Canada, Mexico and the USA.

So far, the fan parks being lit by LED Project will feature 6 x RoboSpot systems, 64 x Robe FORTES and 54 x iSpiider wash beams, plus 32 x iFORTES, which will be ordered shortly via Robe’s Mexican distributor, SHOWCO.

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Sergio explained that he wanted the “quality and power” of these various Robe fixtures for lighting the different venues. Once the tournament is over, the lights will be part of LED Project’s available rental stock, used for their busy schedule of music concerts, shows, tours and business events.

Sergio is a long-time supporter of Robe, and his influence in the lively and tightly knit Mexican production industry community has been instrumental in helping the brand become established in this vibrant marketplace.

LED Project was one of the very first companies in Mexico to purchase Robe’s Pointe back in

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2013, shortly after this then-groundbreaking product was launched, and Sergio has been an enthusiastic Robe advocate ever since. LED Project was also the first rental house with LEDBeam 1000s and CycFX 8s – Robe's original moving LED batten – so Sergio enjoys being a bit of a lighting technology trailblazer.

The current LED Project rental inventory now includes many Robe products – all the above plus LEDWash 300s and 600s, standard Spiiders, MegaPointes, BMFL Spots and even some MiniMe digital moving projectors.

"Robe has proved a great investment over the years," he noted, "It's been inspiring to see Robe continue innovating and launching new and relevant products – rather than just reworking an existing line," he stated.

With these latest FORTE and iFORTE purchases, LED Project will have one of the most diverse Robe inventories in the country.

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LED Project's Sergio Serrano

Influence can make a huge difference in a brand flying or not in Mexico, and during the 2010s, Sergio's tireless support for Robe helped establish it as a go-to for the top-end rental and staging market.

As the company name implies, Sergio was keen to invest in Robe's next generation of LED moving heads that were developed and refined during the pandemic years. "Robe is a synonym for quality and that's an important driver for us," he underlines.

LED Project's primary sectors of business are music tours, concerts and festivals, together with

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corporate events and conventions. There are now 60 full-time staff at the Mexico City HQ and the company works all over Mexico, Latin America and the US.

In his 30 plus years as an industry professional, Sergio has developed a reputation for pushing the highest production values and delivering his clients the very best quality and most appropriate solutions. This sometimes means persuading people that an additional expense to start with … yields greater value and results over the long term.

Sergio worked for many years as a production manager for legendary multi-award-winning Mexican alt rock / art-rock band, Café Tacuba, on a mission to push the envelope of production values, a trend that then started to become more mainstream in Mexico thanks in part to his influence, dedication and commitment.

Photos: By Louise Stickland

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