



Pure Event Gear for Joburg Fashion Week



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Pure Event Gear, formally known as Pure Sound, purchased 72 x Philips Selecon SPX 25 50° Zoom Profiles to assist them in pulling off the very successful Joburg Fashion week held over five days at five different venues during February 2011.



In 2010, Pierre Griffioen, owner of Pure Event Gear, had the privilege of working alongside Jan Malan of Umzingeli Productions for a fashion event held at the University of Johannesburg (UJ). Umzingeli Productions in turn are the main producers and show company working hand in hand with African Fashion International (AFI),



organizers of the Joburg Fashion week.



“Jan Malan was pleased with what we did at UJ and decided to make use of us again for our first real fashion show of this proportion,” said Pierre Griffioen. Pierre purchased the Philips Selecons as they were the specified fixtures from the lighting designers. “I don’t have much experience with these units but they worked well and did what they were meant to do,” he said.



Joburg Fashion Week took place at the Bus Factory, Johannesburg Art Gallery, Rand Club, Fashion Kapital and the Nelson Mandela Bridge. The Philips Selecons were used at three of these locations, including the Bus Factory which was the main venue and the Nelson Mandela Bridge where the final show included 92 models representing 92 year old Nelson Mandela.

Pure Event Gear, with ten technicians on site, provided the bulk of the technical gear and service, but were given assistance by Dream Sets.



The Pure Event Gear team with the arrival of their new fixtures “Everything went very well,” added Pierre. “All the shows were sold out, it was hard work, but there was a relaxed atmosphere. I really enjoyed that.”

