

## Robe Bounces into Fifth Dimension at Brilliant PLASA 2024 Expo



Photo by Marko Polasek

Robe lighting enjoyed a brilliant PLASA 2024 expo in London Olympia, tapping into the hustle and energy of the show which is again a vibrant landmark on the UK production technology industry calendar.

Four new products were launched by the Czechia-based manufacturer – the iFORTE Fresnel, the PAINTE Fresnel, the SVOPATT and the SVB1 WashBeam moving light, all attracting plenty of interest as Robe continued the celebration of its 30<sup>th</sup> year.

Robe also premiered its new live exhibition performance extravaganza, – “The Fifth Dimension” – complete with three live performers including aerial acrobat and dancer Oskar Skrypko, who caused such a stir at Prolight earlier in the year!



Photo by Paula Duck

All of Robe™'s businesses – Avolites, LSC, Anolis and Artistic Licence – occupied their own areas surrounding the main Robe stand, demonstrating the bi-directional synergies between all of these and capitalising on the buzz and positivity of the expo.

And topping off another amazing PLASA London for Robe, the incredible iBOLT – also launched this year – winning a coveted PLASA Award for Innovation!



Photo by Louise Stickland

## The Fifth Dimension



Photo by Paula Duck

The show featured some gravity-defying dance moves and acrobatic stunts, complete with a pumping soundtrack and an outstanding visual show containing all the newly launched lighting products together with several others that have been launched throughout 2024.

All elements of this bespoke 9-minute hi-action show – design, lighting, video, audio, choreography, SFX, programming & staging – were produced by Robe’s in-house creative team led by Nathan Wan and Andy Webb, delivered with the highest possible production values to show off the new featured products.





Photo by Karko Polasek

## Groundbreaking

For the first time ever at a trade show “as far as we are aware” a combination of trampoline and Chinese Pole acrobatics was used in The Fifth Dimension to enthral crowds every 90 minutes of the show day “a phenom that attracted huge crowds to that end of the expo hall.

The fluid narrative and structure allowed the performance to be developed into multiple layers and “dimensions”™ each associated with a different group of new Robe lighting fixtures, all playing their own roles in the production.

This also highlighted the variety of tasks for which the different products can be used “from skin tones and key lighting to pure effects, drama, playfulness, back-lighting, set washing and dressing and much more, all illustrated with great flair and creativity.

Over 200 lighting fixtures “44 DMX universes and 920 pixels, nearly 1000 cues” were executed in the 9-minute show which was programmed on an Avolites Diamond D9-215 console that ran to timecode.



Photo by Paula Duck

## Visual Control

Using the D9â€™s timeline feature and the key frame shapes functionality, individual cords, drops, punctuation points and intricate sounds of the music could be swiftly picked out to have visual effects applied that played out with the lighting, something that was appreciated by the team when drilling down into the detail and the more complex elements of the programming.

An Avolites AI Q3PRO server was utilised to run the video, and five LED screens were prominent on the stand and incorporated into the show for scenic information. They were positioned around Oscarâ€™s main central jump perch, which was recessed into the back wall, from where he launched himself at serious velocity to the custom trampoline installed below in the upstage area.

When the show was not playing, the screens displayed clear and detailed infographics related to the many activities happening on the Robe booth which included the â€˜Voice of Godâ€™ presentations, and also the two demo areas which were busy throughout the expo, with people wanting a closer look at products.

## New Products

The newly launched SVOPATT fixtures brought some cool looks to The Fifth Dimension from their prominent mid truss positioning, especially when utilising the zoom function on each of the 7 individual LEDs per cell plus its central LED strobe chip. These two elements look equally good as stand-alone effects or blended in multiple combinations.

These were joined by 16 new SVB1 fixtures, comprising a single SVOPATT cell on a moving head base, which with some sick and nifty programming, looked hugely impressive!

Robeâ€™s T32Cyc units showed their flexibility in tight and challenging-to-access spaces with shallow throw distances, mounted above the printed side panels to the stage, used for key lighting these in close proximity.



Photo by Marko Polasek

## Feature Lighting

Nathan wanted a TetraX feature as part of the show, and this showstopper was built from 28 TetraXs upstage which mesmerised the crowds, silhouetted the performers and produced a barrage of whizzy and mind-boggling effects. They were contrasted with 14 x Tetra2 LED moving battens positioned in the set "windows"™ sweeping curtains of light across the stage.

10 x PLASA Award-winning iBOLTS were central on the main rig. Nathan wanted to illustrate how these incredibly bright and high-powered fixtures can be seamlessly integrated into indoor shows, as well as being great super-bright searchlights when outside.

Thirty-five Robe PAINTES in the rig shaped those "big-rock show"™ moments and hard-edged looks that everyone loves, with SpiderX wash beams providing stage and set wash coverage, filling the area with quality light.

Several of Robe's™ T15 PCs and fresnel luminaires rigged over the stage augmented the top wash positions, together with the just-launched FORTE Fresnel, with more T15 PCs and fresnels on side booms which were perfect for shooting across the stage from these essential positions.

Additional floor-based key lighting came from FOOTSIE Slim units deployed along the front of the stage, and LEDBeam 350s were above the trampoline in a U-shape to light Oscar's™ dramatic high-velocity bounces, dives and flying leaps, while four SpiderXs either side of the trampoline provided cross lighting and pixel eye-candy.

## Classic Style

Last, and by very much no means least, 6 MegaPointes were positioned in front of the LEDBeam 350s also above the trampoline " a nod to vintage Robe. Possibly THE most popular moving light in the company's™ 30-year history. In addition to looking amazing, they served as a possible teaser for something yet to come, and



showed everyone at the expo that these beam-babies of 2017 continue to stun and amaze with their brightness, clarity and infinite effects combinations!

Every available centimetre of space on the booth was utilised expediently, ensuring that Robe enjoyed presenting the busiest and most visually stimulating stand on the expo floor at PLASA London 2024.

In addition to devising the Fifth Dimension show, the creative team designed the stand layout and spaces for all the Robe group of companies and brands, who also attracted their own interest and audiences.

## Around the Robe Brands

### LSC

“PLASA was a really positive experience,” said LSC’s founder and managing director, Gary Pritchard. “Being in two high-profile locations allowed us to get the full benefit of the show’s top quality visitor base. The level of interest in our products, and the awareness of their advantages, was very satisfying.”



Photo by Paula Duck

The **UNITY** range of power distribution and dimming systems was hugely successful and is an increasingly major consideration for consultants and specifiers of which many visited LSC throughout the show days.

Also shown was LSC’s new **NEXEN** range of Ethernet/DMX converters, offering reliable conversion of the entertainment industry’s most-used protocols, including Art-Net, sACN, DMX512-A, RDM and ArtRDM.

Other highlights included the latest major software update to the Mantra lite control software: **Mantra V4** sees the addition of colour mixing options for 7+ colour LED systems and full support for multi-intensity fixtures among other new features for this powerful entry-level lighting control console.

Being part of the Robe family increased the level of interest in the LSC product range both from their own customer base and worldwide dealer / distribution network. “It has opened the door to many new

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opportunities internationally, and all at LSC are very excited to be part of this new and fast-paced adventure!â€• concluded Gary.

## **Anolis**

Robeâ€™s architectural and archtainment specialist brand **Anolis** showcased its new Agame colour changing â€˜window revealâ€™ light together with a selection of fixtures from the Ambiane, Eminere and Calumma families.

Anolisâ€™s Ashley Popple noted that they saw a variety of quality customers. â€œThe show has been great. Itâ€™s always good when the Robe team gets together. We have seen many friends and made lots of new ones. Hits for us at the show have been the new inground Lyrae fixtures with NFC tilt control and our Agame niche light.â€•

## **Artistic Licence**

Artistic Licenceâ€™s product application specialist Tim Smith had a great PLASA. â€œItâ€™s been fantastic to meet customers and industry colleagues new and old, as well as connect them to the other brands in the Robe family,â€• he stated.

â€œWe had a great time discussing how best to apply and specify the Artistic Licence products as well as unpacking some of their more innovative features and capabilities. Of particular interest to visitors this year, the sunDial and candlePower LED dimmers with their customisable dimming curves, in addition to our artLynx gateways and DMX wall controllers for whole venue or auditorium control.â€•

## **Innovation Award Winner**

Rounding off a PLASA expo with an Innovation Award is always a high!

Robe product specialist Dave Whitehouse collected this at a special ceremony on the second day of the show.

He also echoed others in saying that PLASA 2024 was â€œeven more special this year with the entire Robe Group around our stand.â€•

His show highlights included the launch of the classically shaped SVOPATT, the highly versatile SVB1 WashBeam, and the compact PAINTE Fresnel which is packed with advanced beam control features that lighting designers love.

Dave shared everyoneâ€™s enthusiasm â€˜including the Innovation Awards judgesâ€™ for Robeâ€™s iBOLT. â€œIt is fantastic to see this outstanding product celebrated not only for its cutting-edge effects package but also for its industry-leading safety features. Winning the Award is a remarkable achievement for the entire Robe team!â€• he concluded.





Photo by Paula Duck

***Photos by Paula Duck, Marko Polasek and Louise Stickland***