



Robe Tetras Take The LEAD

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MobileEye Purim Party 2025. Photo by Eclipse Design.

Tel Aviv-based creative lighting design studio LEAD founded by Omer Israeli and Dor Aichner – produced an eye-popping, sculptural lighting design concept for the Israeli tech company Mobileye's 2025 Purim party event, staged in Pavilion 2 at the Tel Aviv Expo, produced by production specialist ThisPlay and designed by Shlomi Ilani.

Omer explained that they used Robe Tetra2 and TetraX fixtures at the core of this production lighting design.



Photo by Eclipse Design

The aesthetics involved a combination of lighting, automation and precise programming to produce “a dynamic composition of circular shapes and kinetic elements,” creating a “seamless flow of movement, light, and rhythm” to highlight and showcase a sizzling hot lineup of live artists performing in the vast barn-like venue space which has 22 metres of headroom.

LEAD specifically wanted the ability to change the architectural appearance and atmospherics of the stage dramatically and efficiently flipping between a series of unique settings to accommodate the different artists.



Photo by Eclipse Design

They chose to work with Robe’s Tetra2s and Tetra Xs specifically for this task.

The design featured four moving semi-circular trussing sections rigged centrally above the stage – two outer and two inner – plus two upstage vertical static full circles, again outer and inner.

The perimeter of the 8-meter diameter inner back circle – masking a central circular LED screen surface – was rigged with the 24 x Tetra2s and the outer one was populated with beam lights. The 24 x TetraXs were rigged on the two inner semi-circular trusses.

All these semi-circles were automated via a Kinesys system supplied by Stage Design Ltd, and programmed by Tsah Eliahoo, which included three motors per truss – 12 in total – so they could move on all axes. Combined with the lights, they could be pitched and twisted into some truly amazing kaleidoscopic shapes and patterns, achieving the multiple effects and the WOW moments that Omer and Dor wanted.

This show was actually Omer & Dor's first time using TetraXs, and they had only used Tetra 2s previously on a small show the week before, but having seen them in action in other places and contexts, they were confident that these were exactly the right fixtures for this job.



MobileEye Purim Party. Photo by Eclipse Design.

They were delighted with the results.

“Tetra is a hugely powerful fixture, and also still relatively new in Israel,” noted Omer, “We love the light-curtain effects you can do with them, and we really wanted to maximise both types of fixture on this show as we knew they would make a great impact – it was a perfect solution!”

All the Tetra fixtures were run in full pixel mode for the event and were supplied by Danor Systems to rental company Sincopa who provided all the other lighting kit and the sound system for the event.

The event featured outstanding performances by Israeli singer and superstar Omer Adam, Eurovision winner Netta Barzilai and popular DJ Tomer Maizner, all getting the party started for 5000 Mobileye



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employees, partners, and guests.

The lighting style was clean, futuristic, and straightforward, yet geographically complex at the same time, with the multiple beams, effects and layered texturing. The versatility of the lighting design and the movement also facilitated great drops and 'breakdowns' for more intimate, stark and raw moments.





Photo by Omer Israeli

It could be symmetrical or asymmetrical, and they were never short of options to enhance and support the variety of musical moods and emotions of the evening in a production that was extremely well received.

LEAD worked closely with their head lighting programmer Shai Fruman and VJ Koren Barr from Studio Pixel.

Overall challenges of realising this project included a very short lead time of just 3 weeks from confirmation to delivery of the production. "It was a fantastic example of creative ambition, teamwork and the spirit of collaboration," concluded Omer.





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Photo by Omer Israeli

Photos: Eclipse Media (show shots) + Omer Israeli (set up)