

Ultra Events light fashion at vibrant film festival

Posted on April 9, 2015



Cape Town, a city filled with buzz, vibrancy and flair stepped out, for the second year running, for the Mercedes-Benz Bokeh Fashion Film Festival, held on the 27 and 28 March at the African Pride designer hotel. Rental company Ultra Events were the full technical supplier, as commissioned by their client Mercury Productions, to take care of the staging, trussing, lighting, sound, lcd screens and a central flow LED screen and also to provide AV equipment for the break away conference area, which held talks, discussions and presentations on the hour every hour.

Ultra Events light fashion at vibrant film festival



The red carpet was a podium of fashion fusion for the paparazzi and Ultra Events used six Philips Showline SL Nitros 501 and six Philips Selecon Rama 1000 w Flood Fresnel for an effective result. "The photographers loved the lighting," commented Costa Champanis, owner of Ultra Events. The fixtures were ideal to capture the stylish guests who attended the festival, which provides a platform for both local and international up and coming talent to showcase their films. Films have to be edited to between 1 and 15 minutes and cover themes of fashion, beauty, products, lifestyle and current trends.



The SL Nitro 501 is a cutting edge LED based strobe luminaire that provides intense bursts of light and dynamic effects. The tightly packed array of over 1300 high power LEDs ensures

Ultra Events light fashion at vibrant film festival

maximum output and full-field, even distribution across 120 deg. And can be used as a flood light as well. The Philips Selecon 1000W floods were used as top light in combination to the Nitros as foot lights.

The Mercedes-Benz Bokeh Fashion Film Festival included an awards ceremony, film viewing sessions and here Ultra Events incorporated eight Robe 600 LEDWash lights, six Robe Pointes, 12 Longman LED Parcans and 12 Longman Battons.



“It’s an exciting and challenging production, incorporating a variety of technical genres including film viewing, car launch, fashion show, live band show and fashion installation” said Costa. “The fashion installation had scattered stage podiums on which models stood on and where lit from above while the drag act, ballet installation with four ballerinas posing and the 18-piece swing band and grand pianist also had to be lit on cue.”

Ultra Events light fashion at vibrant film festival



Mercedes Benz, sponsors of the show, also used the event to promote their new AMG G-Wagon, available in a variety of colours, which also were lit for the occasion.

