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Robe Drives the Style at 2012 Australian Motor Show

Products Involved

ColorSpot 1200E AT™ ColorSpot 2500E AT™ ColorSpot 700E AT™
ColorWash 1200E AT™ LEDWash 600™ ROBIN® 600E Beam

Over 200 Robe moving lights were used on the 2012 Australian International Motor Show (AIMS) staged at the Sydney Exhibition centre in Darling Harbour.

Lighting equipment for ten of the highest profile stands – including Ford, Holden, Honda, Hyundai, Infiniti, Lexus, Mazda, Mitsubishi, Mercedes and Toyota – was supplied by Clifton Productions.

Lighting was designed by Ziggy Ziegler for the Toyota booth and by Mark Hammer for Ford, and for the rest of the stands by the Clifton Productions lighting team.

Robe fixtures were specified by both the LDs and by Cliftons – which has the largest Robe rental stock in Australia – as the best option creatively and because they are robust and reliable.

A wide variety of Robe products were utilised overall – including the ROBIN LEDWash 600 which was used extensively as it is ideal for automotive applications. The Hyundai stand also featured ROBIN 600E Beams.

Other fixtures site-wide included ColorSpot and ColorWash 1200E ATs and ColorSpot 700 and 2500E AT.

Robe was also specified after Clifton's excellent experience with using the fixtures at the 2011 AIMS in Melbourne.

Clifton's Project Manager for the show was Michael Parsons, and their team operators were Matt Hansen (Holden), Dave Wier (Honda), Tim Beeston (Hyundai), Josh Evans (Infiniti / Lexus), Rowan Denny (Mitsubishi / Mazda) and Kane Meade (Toyota).





