

13.11.2013

Robe and TSD participate in Tradeshow and Open House in Buenos Aires

Products Involved

DigitalSpot 7100 DT™ LEDWash 1200™ LEDWash 300™ LEDWash 600™ LEDWash 800™
MiniMe® MMX Spot™ Pointe®

Robe's Argentine distributor, the TSD Group exhibited at local tradeshow CAPER 2013 (Cámara Argentina de Proveedores y Fabricantes de Equipos de Radiodifusión) staged at the end of October in Centro Costa Salguero, Buenos Aires.

They showcased the latest Robe products - including the Pointe, the ROBIN MMX Spot, the LEDWash series and the 2013 PLASA Innovation Award winning MiniMe.

Over three days, the booth saw constant action, with many interested visitors, including lighting designers, technicians, theatre managers and important local rental companies, who could see the available products.

They were also invited to join TSD's staff a couple of days later during their second special Open House event.

This year, the Open House took place at the Astral Theatre, located on Corrientes Avenue one of the city's most famous thoroughfares and the cool place to catch all the artistic action and creative buzz! The Open House commenced with a performance by local artist Martin Pons - a former member of Cirque du Soleil's 'Saltimbanco' troupe - accompanied by an impressive lighting design created by Hugo Award winning LD Charly Gaber.

Charly won the Hugo Award for lighting a production of 'Caligula' using only four MMX Spots plus conventional lights.

Around 100 people gathered to learn about Robe's latest technologies, where they heard. Guillermo Traverso, Robe lighting's Regional Sales Manager for Latin America give an interactive and detailed presentation on the fast selling Pointe, the DigitalSpot 7100 DT and the MMX Spot, together with the LEDWash series and the MiniMe.

The exhibition and the Open House produced great results for both Robe and the TSD Group!

