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Robe Chosen For Brownlow Medal show

Products Involved

ColorSpot 700E AT™ ColorWash 700E AT™ REDWash 3●192™

The Australian Football League (AFL)'s highest accolade, the 2011 Brownlow Medal, was presented at the Palladium Ballroom at the Crowne Casino, Melbourne, attracting a live TV audience of 1.13 million, who witnessed Dane Swan declared the "fairest and best" player in the League for this year.

Robe moving lights were once again at the core of the lighting rig for the gala dinner event, which was designed by Robert Coia from Channel 7. This was attended by over 1000 sports celebrities and dignitaries with Clifton Productions again appointed as the lighting rental contractor. They also have the largest stock of Robe in the country.

Robert needed to make the show look spectacular for both live and TV audiences, and also had to light the stage and the vast dining table area in an appropriately ambient fashion.

The spectacular aesthetic results were achieved with the help of 48 x Robe ColorWash 700E ATs, 44 x Robe ColorSpot 700E ATs and 18 x Robe RedWash 3●192 fixtures.

Coia was using the REDWashes for the second year running on the show after they proved such a success in 2010. These units were again chosen for the incredible light output to size ratio, their interesting rectangular beam and the vast array of 'real' colours, going right from full saturation through to a range of delicate, subtle pastels.

Robe's 700 Series Spot and Wash moving lights were picked for their compact size, high brightness and reliability, all attributes making them exactly the right tools for the job. They helped create atmospheric room looks for the dinner section of the evening as well as exciting and dynamic scenes and transformations onstage as the Awards ceremony got underway.

The lighting rig was controlled via two GrandMA consoles, which were operated respectively by Andy Edis and Alex Saad.

The Victorian Football League first awarded the Brownlow medal in 1924, created and named in honour of Geelong footballer Charles Brownlow. It gained global stature when televised for the first time in 1970, and is now the biggest Australian sporting event of the year.

The Awards ceremony meanwhile has become a major landmark of the Australian fashion calendar, AFL players, associates and their partners strutting their fabulous outfits and gorgeousness on the red (or blue) carpet.





