

3.2.2014

Robe For 'India Is Polio Free' & 'End Polio Now' Campaigns

Products Involved

ColorBeam 2500E AT™ ColorSpot 2500E AT™ LEDForce Par 18™ RGBW
MMX Spot™

India commemorated the remarkable milestone of three years with zero Polio cases in January 2014 with the "India is Polio Free" campaign, staging seven special events in major cities across the country - Mumbai, Delhi, Agra, Hyderabad, Lucknow, Jodhpur and Bikaner - on the same day.

In each of these cities, prime historical monuments were projected on to and lit using Robe moving lights and LED fixtures.

These included Agra Fort in Agra; India Gate and the Red Fort in Delhi; Hyderabad Public School in Hyderabad; the Teeli Wali Mosque in Lucknow; the Sojati Gate in Jodhpur and the Junagarh Fort in Bikaner, together with the key commercial landmark Air India Building in Mumbai.

All installations were designed by Rasesh Parekh from Mumbai based lighting company (MIET) Maya Intelligent Entertainment Technologies in conjunction with its sister company IES (Integrated Entertainment Solutions).

IES, Robe's India Distributor, provided equipment for the lighting and projection installations to event organisers Rotary International via MIET.

This followed on from a similar highly successful awareness campaign for World Polio Day in October 2013, when ten prominent landmarks in five cities were projected onto and illuminated also using Robe fixtures.

Rasesh created the designs for each event based on his knowledge of large format projection and familiarity with the locations in each city.

It was important to produce stunning results on an expedient budget - which enabled all possible resources to be ploughed into funding the ongoing fight against Polio.

Rasesh used six Robe ColorSpot 2500E ATs, two ColorBeam 2500E ATs and five ROBIN MMX Spots for the projections, augmented with lighting from 50 x Robe LEDForce PAR 18s.

He explains, "I chose Robe because I knew we could get the right results - I needed the power and quality of the ColorSpot and ColorBeam 2500s and the crisp precision of the MMX

Spots”.

The projections – which beamed ‘End Polio Now’, “India is Polio Free” and ‘Rotary International’ logos onto the buildings and monuments – had to travel throw distances of between 25 and 150 metres, while the surrounding areas were lit with the LED PARs. As it was a charity initiative, IES and MIET subsidized the lighting supply as part of their corporate social responsibility (CSR), something that Rasesh is passionately committed to. “The Robe fixtures projected beautifully onto all the locations and delivered spectacular results,” he concludes.

For World Polio Day, the locations included venues like the Taj Lands End in Mumbai; India Gate; the Red Fort and the JW Marriott hotel in Delhi; Kachiguda Railway Station in Hyderabad; Laxmi Vilas Palace in Baroda and in Chennai, the Ega Cinemas, the Hotel Shan Royal and Skywalk Mall.





