

11.6.2014

Robe Sparkles at Cadena Dial Awards

Products Involved

LEDBeam 100™ Pointe®

The 2014 Cadena Dial Awards was staged by leading Spanish Radio Station Cadena Dial and produced by Planet Events at the Auditorio Miguel Delibes in Valladolid to celebrate the most successful Spanish language performing artists and bands from the year.

The lighting Design was created by Juanjo Beloqui who specified 30 x Robe ROBIN Pointes and 30 x Robe ROBIN LEDBeam 100s – among other moving lights and generic fixtures - but the Robes were a major part of his show. Beloqui has lit the event six times since 2007 and is also the Director of Photography. Each year he ensures that there is a new look and a fresh aesthetic approach.

This year he collaborated closely with set designer Paco Redondo on developing the style and presentation for the event which was broadcast live on privately owned Spanish TV channel Divinity, part of the Mediaset empire.

The Robe Pointes and LEDBeam 100s were chosen for their small size, light weight, intense power and ability to cut through several layers of LED screen and scenic video.

The fixtures were rigged on the overhead trusses and used to produce tight, hard beams and saturated colours which could hold their own against the video elements.

Beloqui likes Robe products a lot and has used both Pointes and LEDBeam 100s for several other projects. He says that using them unlocked another complete layer of creative options for him.

The biggest challenges of the Cadena Dial Awards this year show included lighting a large number of artists in a small venue with limited stage space and flying capacity ... coupled with trying to make all the performers look different.

Another was the fact that it was a multi-camera shoot in a small space, so he had to pay plenty of attention to where lights were focussed and minimise the risk of having fixtures pointing directly into camera and saturating or blowing out the images.

Lighting and sound equipment for the event was supplied by ASL Light Solutions from Madrid who purchased their Robe fixtures from Spanish distributor EES.

Photo Credits: Juanjo Belouqui



