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Armin van Buuren Gets Intense with Robe in Mexico

Products Involved

LEDBeam 100™ **Pointe®**

Leading DJ and music producer Armin van Buuren presented his amazing 'Armin Only Intense' show in Mexico City with a lighting design by Marc Heinz and programmed and operated by The Art of Light from the Netherlands.

The original design includes 120 x Robe LEDBeam 100s and 54 x Robe Pointes.

The Mexico City performance took place at the Palacio de los Deportes.

For this show, the 68 x Pointes were cross-hired from four different local companies - LED Project, Meridian Pro Audio, Fade In and Vatel Producciones - which was co-ordinated by Robe's Mexican distributor, Vari Internacional.

For the show, 18 Pointes were located on the floor at the front of the stage with another 12 upstage on the floor. Rigged in the over-stage trusses were 13 x Pointes on a front truss plus another 13 on a rear truss, with the remaining 12 Pointes rigged on three side trusses, both left and right of the stage.

José Alberto García Ramírez, Lighting Sales Engineer at Vari Internacional, commented: "The final result was fantastic because the design primarily used Pointes as a base from which numerous special effects could be created right through the show".

The trend of receiving specifications from international LDs asking for Robe equipment is growing constantly in Mexico. "Seeing the brand requested by LDs working worldwide is always a boost as it reinforces the investment value for rental companies ... which, then generates more sales of Robe products", explains Alberto.

Thanks to all the hard work by Vari over the last two and a half years of representing Robe, there is now a far greater knowledge and huge interest in the Czech brand's products in Mexico.

"Robe's growth has been exponential and gets stronger all the time. Over a recent weekend there were around 310 Robe fixtures in action on different shows in Mexico City alone", he elucidated.

Armin van Buuren's global "Intense" tour has already visited several countries in Europe and Asia as well as the United States and Mexico ... and continues to Australia, South Africa, Russia, Brazil and the Czech Republic.

Photo credit: Marc van der Aa





