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# The Ultra Robe Experience in Europe

## Products Involved

**LEDWash 800™**   **MMX Spot™**   **MMX WashBeam™**   **Pointe®**

Over 150 Robe moving lights made a big impact on the latest Ultra EDM event, staged at the Poljud Stadium in Split, Croatia - located on the “Megastructure” stage and the Main Stage.

The event’s line-up of international artists read like a ‘Who’s Who’ of superstar DJs including Armin van Buuren, David Guetta, Afrojack, Tiesto and many, many more.

The Megastructure stage featured 24 x MMX Spots, 16 x MMX WashBeams, 30 x Pointes, 16 x ColorWash 575 Zooms and six ColorSpot 1200E ATs, while on the Main Stage, 72 x LEDWash 800s made up a huge illuminated version of the Ultra logo.

Several pumping sets on the Megastructure included the legendary Carl Cox, so the lighting design by Dalibor Radić was based on a concert-style setup, with flexibility and high impact to the fore. The Robe products here were provided by locally based rental companies ELDRA and Promo Logistika, both from Zagreb and owners of large quantities of Robe lights.

The 72 x LEDWash 800s making up the logo above the main stage in the 60,000-seater stadium were supplied by Transcolor from Poland. The stage design incorporated a huge square meterage of LED screen, but the LW800s’ incredible brightness still cut through. Promo Logistika, another rental company from Zagreb, provided technical support for the VIP zone, positioned adjacent to the main stage.

Davor Vujic of LAV Studio, Robe’s Pula based Croatian distributor, commented after Ultra Europe, “Both Promo Logistika and ELDRA were delighted with the performance of their Robes on the event and have expressed an interest in expanding their rental stocks again in the near future”.

This followed another recent sale to Promo Logistika just prior to Ultra for 24 x BMFL Spots, 16 x MMX Wash Beams and 14 x CycFX 8s by LAV Studio. The order was placed after a visit to the Robe factory in mid-March by Promo Logistika’s Zoran Biskupic and LD/operator Miro Hrg, together with Davor and technical wizard Emil Koller.

It was no coincidence that Robe’s International Sales Director, Harry von den Stemmen, and Davor timed their follow-up visit to Promo Logistika to catch the vibes and excitement of Ultra

Europe, a visit which also enabled them to understand more about the festival and its organisation.

Harry also asked Bram de Clerck from Robe's Benelux distributor Controllux to attend as he has vast experience in working with Tomorrowland and a string of other high profile events, designers and artists in the EDM world.

The various artists' respective lighting and visuals operators were all there, and the whole event created an incredible buzz and proved a dynamic networking opportunity! Organizers of other events were also present ... and numerous potential new projects were discussed.







