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## **Amplitude Turns Up Its Commitment to Robe**

### **Products Involved**

#### **FORTE®**

Amplitude is a Cruchten, Luxembourg-based full service and production rental company – lighting, audio, video, staging and rigging – working extensively across cultural events and show, music and corporate / industrial events.

They started investing in Robe moving lights over a decade ago and the most recent purchases have reflected a steady and ongoing commitment to the brand, with T1 Profiles, LEDBeam 350s and Spikies joining the fleet, and Amplitude has just confirmed the purchase of 12 x FORTES, which will boost to the creative options for lighting their larger shows.

Owner Jaakes Hoffmann took over running Amplitude 12 years ago.

The company dates back to 1999, when they were well known for adding flair and imagination to a range of disco and dance together with venue installations. Once at the helm, Jaakes saw a great opportunity to grow business in the arts and culture live event and music concert sectors, and soon after, the first Robe investments commenced.

“We needed to be able to offer the best kit and lighting designs and ideas to optimise this area of activity,” he explained.

The first Robe products onboard were Pointes and Spikies which served brilliantly and reliably, forming the foundation and impetus for continuing with the brand when they needed more and newer lights. These came in the form of 32 x T1 Profiles and 36 x LEDBeam 350s, all acquired over the last 4 / 5 years.

Jaakes liked the description of the T1 from the off, and particularly that it was designed for theatre. “Our extensive cultural portfolio means we work with a large number of theatres throughout Luxembourg, so we needed fixtures compatible with that environment – and T1 profile checked all the boxes,” he said.

The theatre season runs from October to March, then the summer is dominated by the outdoor events market, so Amplitude keeps its – currently 24 – full time designers and technicians busy all year round rather than relying on freelancers.

Rider compatibility was another consideration. “Robe is a leading brand and whether it’s in a theatre or on a festival stage, people are equally happy to use these luminaires,” he noted.

Some bands and events will have their own lighting designers, so with the current selection of Robe fixtures, Amplitude is equally well structured and equipped to work in both scenarios, offering all clients the best production values, plus the huge passion and enthusiasm that Jaakes puts into his work and his team.

He likes the LEDBeam 350s for their price, flexibility and small size, “They are just hugely versatile little units that are multifunctional in every way.”

For small to medium events, LEDBeam 350s provide plenty of creative options, especially when deployed in decent quantities, and they are universally recognised and respected. Jaakes observes that the market in Luxembourg is relatively small, things tend to evolve quickly, and it is also largely friendly. “You have to be alert and on your toes, but there’s a lot of overall collaboration between the different companies here. “Everyone knows one another and they all talk, which has spawned a healthy cross-rental trade that is a further reason for buying Robe. The brand is well established here”.

All these threads therefore make sense, and Jaakes underlines the relationship, service and support he can expect from Controllux, another determining factor in his brand choice.

During the peak months of June and July, Amplitude delivers around 160 shows and events of all sizes including large festivals and celebrations including the famous Fête de la Musique, where amateur and professional musicians stage free concerts in public spaces across the city of Luxembourg ... for which Amplitude supplies 50% of the kit.

The company is also a sales source and supplier for several theatres, which gives valuable insight into what others are doing and the specific needs of this genre, which helps drive the next investments.

This has resulted in the new FORTES coming onboard, currently Robe’s highest powered moving light, selected for their power and functionality, which arrived in time for the busy autumn season to kick off.

Photo Credit: Louise Stickland

