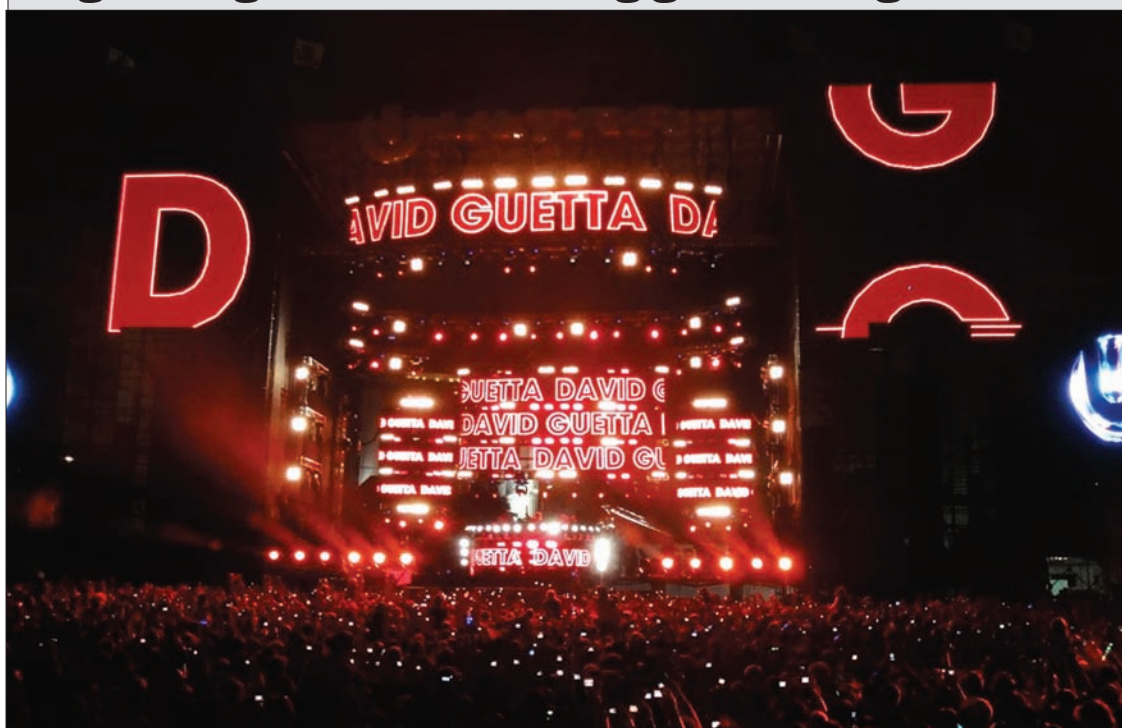


# PROJECTION, LIGHTS & STAGING NEWS

## Lighting Miami's Biggest Nightclub



MIAMI — It's only open two nights a year — make that three nights in 2011 — but the Ultra Music Festival, small enough to be granted a beach permit when it got started on South Beach 12 years ago, has emerged as Miami's biggest outdoor nightclub. This year, a sellout crowd of 100,000 packed Miami's Bicentennial Park to hear more than 200 leading DJs and live bands on 12 stages. LD Stephen Lieberman used Coemar Infinity Spot XL and Infinity Wash XL fixtures provided by AG Light and Sound for the main stage, marking the first time AG Light and Sound's recently-acquired Infinity Spots were used. The goal was not to wash the stage with light, but to create a light show for the crowd. *For the full story, turn to page 39.*

## Rosco Laboratories Forms Rosco Architectural Group

STAMFORD, CT—Rosco Laboratories has announced the formation of Rosco Architectural, a business group comprised of specialists and project managers. The group will provide designers, contractors and suppliers with product consultation, detailed specification information and customized support from idea conception through project completion.

Though experienced in the broad range of Rosco products, the Rosco Architectural group's primary directive is to support those products used in the cre-

ation, coloration and control of light in themed environments, new construction, corporate locales, retail and interior designs, and hospitality—namely Rosco LitePad products, X24 Effects Projectors, Permacolor dichroic lenses and accessories and control solutions for fluorescent and LED luminaires.

The team will be led by Ame Strong, director of Rosco Architectural; Steve Megaffin, project specialist for North America; and Steve Ramos, project specialist for Europe and the Middle East.

## Morpheus Consolidates Operations in New Las Vegas Facility

LAS VEGAS, NV—Morpheus Lights has consolidated all of its operations into a larger headquarters facility here, measuring 27,000 square feet. It is located at 6275 South Sandhill Road, #100, Las Vegas, Nevada 89120; Tel: 702.365.0536.

"It is an exciting time here at Morpheus," said Mark Fetto, chief operating officer. "Business at our Las Vegas office has expanded to the point that we had outgrown our facility, and that's what's driven our consolidation plan. We had been studying the possibility of combined operations for some time now and, while it was clear *continued on page 7*

## Martin Embarks on "Brighter World" U.S. Road Show

HOUSTON—Martin Professional is hitting the road on a 15 week, 15,000-mile Road Show tour that will see Martin personnel traveling to 30 cities across the country and holding over 120 events for local customers.

The "Brighter World" Road Show tour aims to bring Martin to as many lighting professionals as possible: LDs, end users, dealers, design houses, system integrators, venue owners and operators and others.

The Road Show, which kicked off April 19 in Houston, is a national education program aimed at exposing lighting professionals to the latest Martin gear through product demonstrations, application and *continued on page 7*

## Theatre, Video and Understudies



James Carpinello, a.k.a. Stacee Jaxx, in *Rock of Ages*.

Theatrical video offers visual designers and directors a lot of flexibility. Characters can appear on stage — and on screen as well. But what happens when one of the performers gets sick? The understudy gets a chance to tackle the role — and video designers get a chance to put their backup plans into action. *For more, see Inside Theatre, page 18.*

### Buyers Guide

25 Modular staging designs are becoming more efficient, portable, compact and durable.

### Feeding the Machines

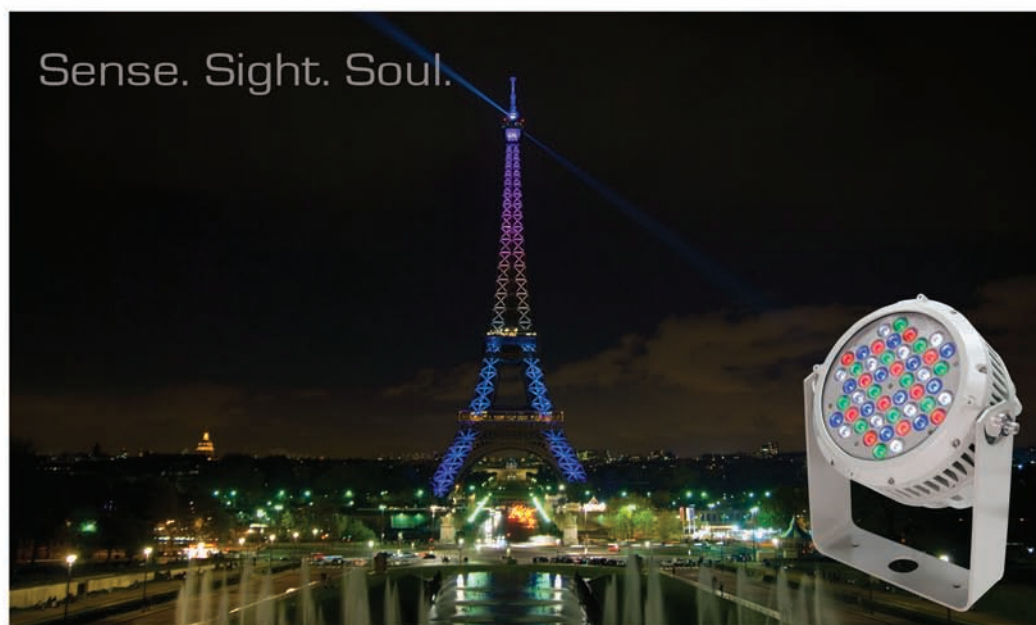
38 Why you should copy the palette data first, then the cue data.

### Focus on Fundamentals

40 If you have a 1.2kW generator and it can't run a 1kW HMI fixture, is it really a 1.2kW generator?



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# CREATING A LIGHT SHOW FOR MIAMI'S BIGGEST NIGHTCLUB

By Thomas S. Freeman

Miami's Winter Music Conference, aimed at DJs, recording artists, producers, promoters, and anyone else plugged into the world of electronic music, got its start in the mid-1980s. In 1998, a companion event, the Ultra Music Festival, was born, staged on the sands of South Beach at the close of the conference.

Since then, the Ultra Music Festival, or UMF, has taken on a life of its own, drawing crowds that have exceeded the constraints of beach permits and even the limits of Miami's Bayfront Park. In 2007, the festival moved to its current location, Miami's Bicentennial Park, and also grew from a one-day to two-day event, drawing a total attendance of close to 50,000.

The 2010 event, held in late March, doubled those 2007 attendance stats with the crowd reaching 100,000 — a complete sell-out. DJ Tiesto and Deadmau5 headlined on the two-day event's main stage, and with 11 other stages, there was a plethora of DJs, live bands and celebrity guests — more than 200 DJs and bands in all.

AG Light and Sound provided lighting designer Stephen Lieberman with Coemar Infinity Spot XL and Infinity Wash XL fixtures for the main stage—the first time AG Light and Sound's recently-acquired Infinity Spots were used.

"We supplied Stephen with more of a dance lighting/concert rig," said AG Light and Sound's Andrew Gumper. "Two fixtures lit the DJ, and everything else was dedicated to making the stage look like a giant nightclub."

Lieberman, the president of SJ Lighting Inc. in Agoura Hills, Calif., has worked on 11 consecutive Ultra Music Festivals. The event, he noted, has "always been an electronic-based, cutting-edge environment," adding "this year was the biggest and most successful. It definitely raised the bar for this kind of show."

Lieberman explained "the primary purpose of the fixtures was a visual experience, to create a light show for the audience. It wasn't about lighting the monstrous stage.

"The Coemar fixtures performed very well and there was no shortage of power," he

added. "I used the texture in the Spots, but mostly the Coemars provided big, fat beams of light. Even during some rain on Friday, everything held up.

**"When you're doing a show for 30,000-plus people, the lights need to have a lot of impact,"** Lieberman added. "We mixed the Coemar Infinity Spots and Washes with a lot of other lights, and they all complemented each other very well. Everything was high intensity and high impact, and the Coemars fit in perfectly."

Gumper agreed, also testifying to the reliability of the gear, despite the inclement weather. "There were no problems and the lights held up really well. Everyone loved them." **PLSN**



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