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Lighting Designer Chris Moylan Showcases Audi Q3 with PROTEUS and PULSE

The much-anticipated world premiere of the new Audi Q3 took place on June 16th at the Audi Forum in Ingolstadt, Germany, where lighting designer Chris Moylan of Sunrise Studios delivered a striking design using Elation's PROTEUS and PULSE series fixtures, a look that matched the buzz of the premiere and was as dynamic and exciting as the vehicle itself.



The unveiling, staged outdoors on the Audi Piazza, blended architectural elements with high-impact visual effects, creating a fittingly vibrant atmosphere for guests, employees, and media. Featuring a center stage area encircled by a driving track with a 'container city' in each corner, the audience viewed the reveal from each side, as well as from the center facing outwards. Moylan created a lighting concept that both framed the open-air architecture and delivered the spectacle necessary to showcase Audi's latest models, with the new Q3 being the centerpiece.

"There was no way to have a proper lighting rig to light the cars from both sides while maintaining the open atmosphere," Moylan explained. "So we decided to use a mix of IP-rated lighting on the outer containers combined with an outline of pixel bars from the inner circle lighting outwards. This way we had functional lighting, architectural highlighting, and effects using one unified design."

At the heart of Moylan's setup were 80 [PULSE BAR L](#) fixtures, 30 [PROTEUS MAXIMUS](#), and 25 [PROTEUS EXCALIBUR](#) moving heads, supplied through Elation's German partner LMP Lichttechnik Vertriebs GmbH.

The PULSE BAR L, with its hybrid of RGB and cool-white LEDs, added uplight, effects, and architectural support that tied the space together. Capable of piercing projections of white or colored light or special effects, zone control makes it ideal for direct-view applications, while end-to-end interconnection makes mounting and positioning quick and easy.



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The 50,000-lumen PROTEUS MAXIMUS provided powerful illumination across the outer side of the driving ring, as well as the speaker positions, while the PROTEUS EXCALIBUR, a powerhouse beam fixture, created striking beam architecture to extend the design into the night sky.



Moylan is a longtime user of Elation's IP-rated line and emphasized the importance of reliability for an outdoor premiere: "Elation's IP-rated gear has a strong track record, which means no worries that adverse weather will affect our design."

The Audi Q3 reveal transitioned into the Audi Q3 Summer Reveal public festival, held from June 17 to 18, where live music, culinary experiences, and family activities continued the celebration of innovation and community.

Sunrise Studios: Lighting Design
Lino Riester: Lighting Programming
ShowEM: Technical Supplier
NIYU: Technical Planning
Pure Perfection: Lead Agency
Crea-tors: Direction and Content

Photos: Chris Moylan/Sunrise Studios

About Elation

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-performance entertainment lighting products, we're proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. Elation serves clients worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at elationlighting.com

For more information, contact:

Elation US
6122 S. Eastern Avenue



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Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: 323 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com