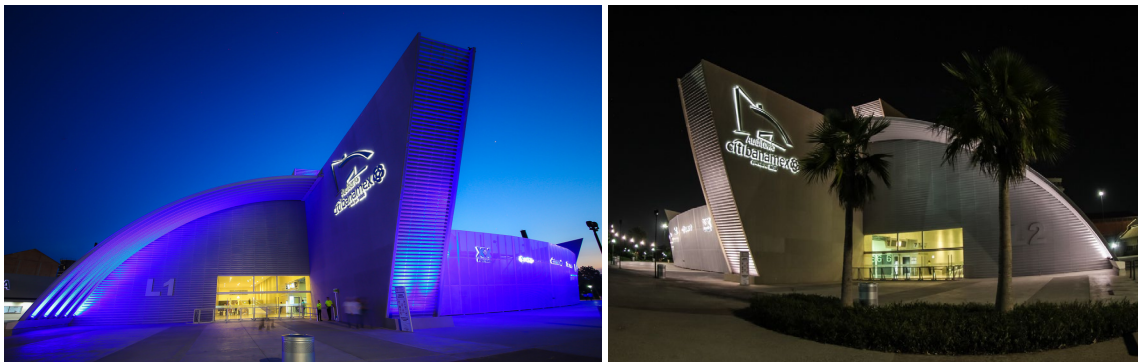


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06-June-2019

Mexico's Auditorio Citibanamex Radiant in Elation Lighting

Auditorio Citibanamex is a live music venue located in Monterrey, Mexico, that has emerged as one of the country's top concert venues since undergoing an extensive renovation and redesign several years ago. Located in the heart of Monterrey's Fundidora Park, the venue has a capacity of 8,000 and attracts both national and international artists. Despite the renovation, the venue stood somewhat unobtrusive in a brush of static white light until last summer when it received a radiant outdoor wash of color courtesy of company Adimsa, Elation's longtime partner in Mexico and one of the country's leading lighting providers.



Adimsa installed weatherproof Elation Professional SixPar and SixBar series luminaires across the outside of the building, high-power, single-lens Pars and battens with RGBWA+UV LED chips that provide an exceptionally broad palette of colors. Some 180 SixPar 300 IP™ and 24 SixPar 100 IP™ LED Par lights along with 12 SixBar 1000 IP™ LED battens were installed at multiple points around the site. Lighting design was by Edson Rivera of Adimsa with lighting programming by Victor Rivera.

All projects of this size have their challenges but nothing that Adimsa could not overcome. The first challenge, according to Rivera, was delivery time. Supply and installation had to happen in a short four-week period, which was a demanding requirement for an installation of this magnitude. Then during the installation itself, it rained for two weeks, which made work more difficult for the installation team but didn't hamper the IP65-rated luminaires one bit.

The result was worth the effort as the venue glows in a stunning wash of shades that complement the architectural form of the building. The client chose a variety of color schemes and is able to customize the outdoor dress of light to coincide with holidays or the performance or event happening inside.



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About Elation Professional

Elation designs and manufactures a comprehensive range of innovative lighting and video products known for their excellent efficiency and outstanding performance. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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