

FOR IMMEDIATE RELEASE

27-July-2022

Elation Smarty Hybrid™ main mover for sold-out Deorro shows at Hollywood Palladium

DJ Deorro played two shows at the Hollywood Palladium in early July and electrified the sold-out crowds using a lighting rig that included Elation's multi-functional [Smarty Hybrid™](#) CMY color mixing moving head as the main moving effect light. The atmosphere at the 4,000-capacity venue both nights was raging, reflecting the EDM communities excitement to be back live, as well as the hype around the artist's new album 'Orro,' which was released just days before.



“The Smarty's were an excellent choice because they can move as fast as a typical beam fixture, but also provide all the core attributes a spot fixture has to offer,” said Lorcan Clarke of the full-featured 11,000-lumen moving heads. Clarke served as lighting director, programmer and operator on the shows, coordinating 12 Smarty's on the downstage floor plus another 12 on the downstage overhead truss with a rig of LED battens, strobes, beam lights and lasers. According to the Hollywood Palladium production team, it was the largest rig ever hung at the venue. Lighting design was by Jaycob Luque of MJL Visions.

Capable of beam angle adjustment in all modes and housing plenty of color and graphics options, Clarke says the Smartys operate well as both a beam and spot. “Other hybrid lights often do either the beam side of things really well and lack the spot values, or vice versa,” he says. “Deorro's high energy house music calls for lots of your typical fast, sharp beam looks but he can also quickly mix into much slower traditional Latin/Mexican music. This is where I needed to be able to create slow, pretty looks with the movers. The Smarty's gobo wheels and zoom range did the job perfectly.” One other Elation moving head was used on the shows, a

FOR IMMEDIATE RELEASE

single Artiste Monet™ LED moving head that was placed behind the artist and used as a backlighting 'godlight.' "We chose the Monet as godlight as it zooms really wide and is powerful as hell so it could cut thru video wall brightness," Clarke states.

Full-service lighting company Volt Lites of Southern California supplied the lighting gear. "The team at Volt Lites were amazing," Clarke continues. "We spent three days in previz at CenterStaging where they supplied the equipment and brought over a few different fixtures for us to test and adjust."



Clarke timecoded many tracks for the shows and especially liked the intro, where he introduced the Smarty's about 90 seconds in. "I had them swing out to the crowd on a big impact," he explains, "then alternate between positions in sync with the changing chords in the tracks. This was actually an idea the artist had and it came out really well. We got a big crowd reaction on this cue! That's when you know you've done something right!"

Lighting Designer: Jaycob Luque (MJL Visions)
Lighting Director/Programmer/Operator: Lorcan Clarke
Production Manager: Nate Robolledo
Visual Director/VJ: Nate Stiener (Nightride Visuals)
Lighting vendor: Volt Lites
Kvant lasers vendor: Owl Vision LLC

Photo 1: Rukes, rukes (IG)
Photo 2, 3: Edgar Florian, edgarflorian (IG)
Photo 4: Eddie Soto, _eddie.soto_ (IG)

About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry. Elation products continue to be a part of the



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

industry's most exciting projects across the globe. We invite you to take a closer look at www.elationlighting.com

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation Professional EU

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

Elation Professional Mexico

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