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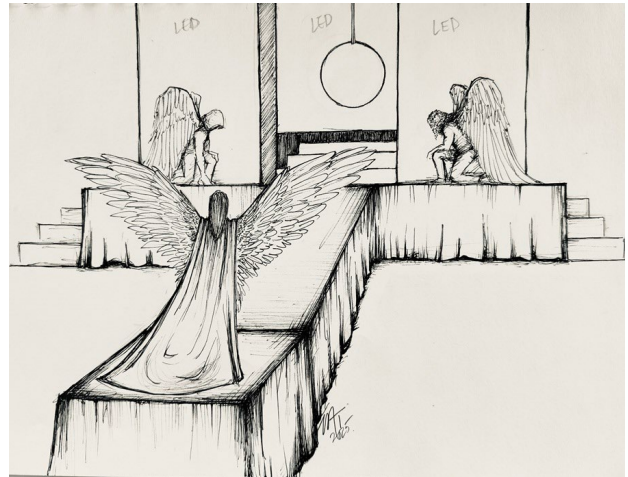
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## Elation Set To Inspire LDI Attendees With Captivating Show Experience

The 2025 LDI tradeshow, December 7–9 in Las Vegas, will be special. Elation is making sure of that.

Get ready for a one-of-a-kind, immersive show at **Elation Booth 3410** that combines stunning lighting, mesmerizing visuals, and dynamic performance art — all designed to inspire creativity and leave a lasting impression.

Creative director Melody Tseng has conceived a captivating show experience that promises to engage all the senses and immerse visitors in a spellbinding world of lighting, performance, and storytelling. Melody took time out from rehearsals for Alanis Morissette's Las Vegas residency to speak to us about the inspiration behind the show.



### **Q: What attracted you to this project?**

Melody: *This project sounded so fun and amazing. Elation wanted to do something different, something unlike the normal product presentation, and I was intrigued. Elation has really started to excel at developing the creativity behind its fixtures, not just giving it a cool name but giving it an identity, its own character and life, something cool you can relate to. PARAGON is a perfect example of that approach.*

### **Q: What will you be presenting to visitors at this year's LDI?**

Melody: *People who visit LDI want more than just technology. They want to be inspired, to feel empowered to create something unique. People go to shows because they want to feel something, to be part of a truly memorable experience. I feel that's the ethos behind Elation, and it's a perfect fit. We'll be delivering a visual and auditorial experience — performance-based storytelling designed to move and inspire.*

### **Q: What was your goal with the project?**



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*Melody: I wanted to create a cohesive cinematic experience; take people on a journey, and have them forget where they are for a few minutes. That is my approach when I design or direct a show - immerse people in the experience. I believe everything should work in harmony — lighting, video, sound, performers, costumes, and effects. Every element is intentional and has a purpose, reflecting the journey and evolution, all balanced in a cohesive experience that draws the audience in.*

**Q: Can you reveal a bit about what visitors to the Elation booth can expect?**

*Melody: There is already a mythology and universe loosely built around PARAGON, and I expanded on that to create an integrated story with performers. It revolves around the winged warrior hero and the lore around that, and includes other larger-than-life characters. The show touches on several themes — darkness and light, celestial and earthly, strength and femininity, hope and renewal. You can also look at it as a celebration of life.*

**Q: How did you approach it?**

*Melody: I approached it like a rock 'n' roll show — building anticipation, excitement, passion, energy, and a climax. It's edgy and maybe even a bit sexy. It's very much like a full concert experience packed into a compact show. I won't say more than that. I want the energy, visuals, costumes, and music to tell the story. I really think people will be talking about it.*

**Q: What do you want the audience to feel at the end of the performance?**

*Melody: I want the audience to be intrigued, excited, and I want them to be curious to discover more. The word elation means to feel fantastic joy and happiness, and that's exactly what I want people to feel when they experience this show.*



**Melody Tseng:** An artist from a young age with a background in fashion design and the fine arts, Melody began her career as a production translator/coordinator before moving to the creative side as a production designer. She has worked as a creative director for top acts including Demi Lovato, Alanis Morissette, and Romeo Santos. Her portfolio also includes collaborations with Carrie Underwood, Billie Eilish, The Eagles, Ariana Grande, Maroon 5, Justin Timberlake, Janet Jackson, Armin van Buuren, Hardwell, and others.

## 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



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worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at [elationlighting.com](http://elationlighting.com)

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