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LD Esteban Tosta: From Medellín to the World's Stages with Elation

Innovative and evolving lighting technology, like Elation's PROTEUS, PULSE, and SÔL, is essential to the lighting professional's design process

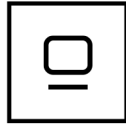
Esteban Gil Arcila, professionally known as Esteban Tosta, has risen to become a well-recognized reference in the lighting design community of South America. Working alongside stars like Colombian singer Maluma, Esteban turns to Elation's new lighting technology to fulfill his clients' vision and create stunning visual experiences that enhance their performances.



At 38 years old, Esteban has travelled a path full of challenges and learning experiences, from small youth parties known as “minitecas” (mobile music and light events very popular in Colombia), to illuminating the world's biggest stages for talent like Maluma. His relationship with the Elation brand goes back over a decade when he realized that lights were not just tools but allies in his quest to create memorable visual experiences. He says that the influence of lighting technology is essential in his design process.

“Every show we imagine is tied to the type of equipment we use,” he says, adding, “That’s why the constant innovation of brands, offering new equipment and fresh ideas, is key. This not only facilitates the design but also allows for testing and experimenting with new setups, which boosts confidence when integrating them into the riders.”

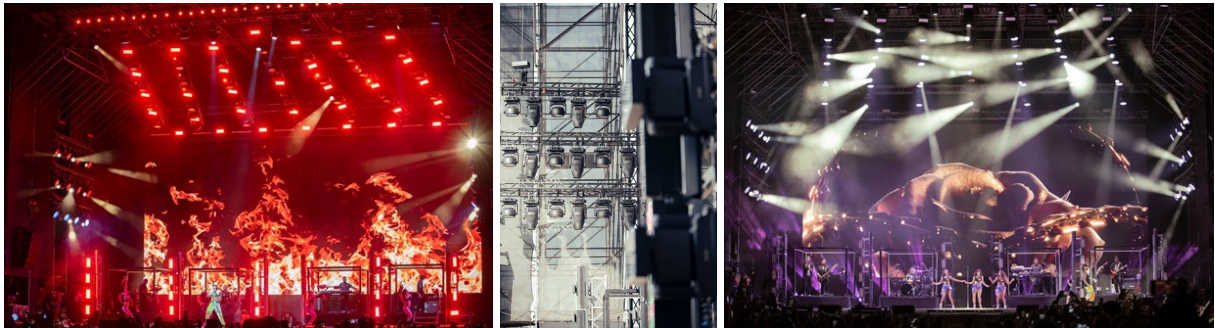
Opportunities



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Early in his career, working for one of Medellín's biggest production companies, Genesis Producciones, gave him the chance to work with international artists before eventually venturing out as a freelancer, which opened doors to new opportunities.

One of the key moments in his career came when he began working with Maluma, who was just starting to rise to stardom at the time. As Maluma's fame grew worldwide, Esteban became a key part of his team. Not only did he design the lights, but he also got involved in video, special effects, and even took on the role of general producer for a year.



“My focus has always been to make him look impeccable, both for those who see him up close and for those who see him on the screens,” he explains. His collaboration with visual director Camilo Mejía has been essential to achieving perfect cohesion between the lights and the visuals displayed at each show.

Maluma

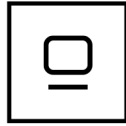
The lighting design of every Maluma show is a carefully crafted visual experience, and Esteban is the architect behind those unforgettable moments. The contribution of lighting is not just aesthetic however; it's emotional. For Esteban, the success of a show is measured by the audience's reaction, by their ability to connect with the visual experience and desire to relive it.

For Maluma's most recent show, Esteban chose a variety of Elation fixtures that reflect his commitment to innovation and quality - [PROTEUS MAXIMUS](#), [PROTEUS EXCALIBUR](#), [PROTEUS RAYZOR 1960](#), [PULSE PANEL FX](#), [SOL I BLINDER](#), and [CHORUS LINE 16](#).

Among the features he says he values most about Elation are “great quality” and “optics.” The constant evolution of the product line, he says, has been essential to his creative process. With each new light, Esteban finds more tools to express his artistic vision.

PULSE

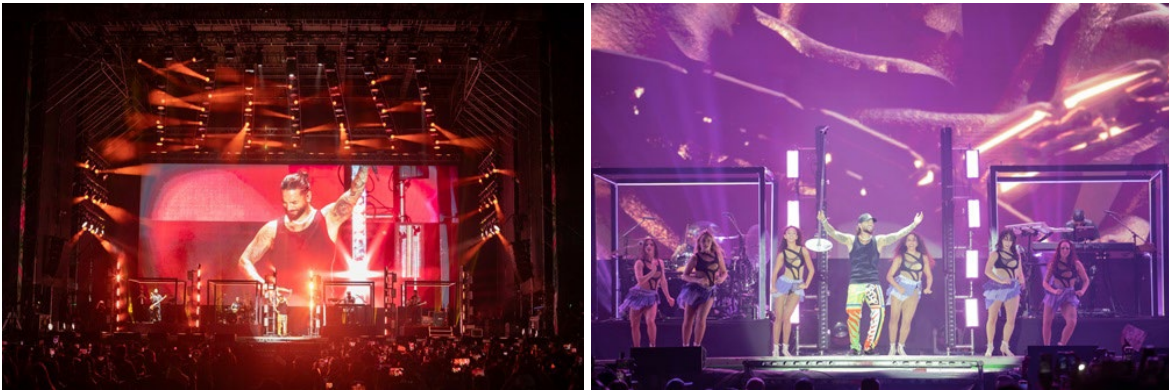
Every live show presents its own challenges, and Maluma's recent event was no exception. Despite his inexperience with the new PULSE PANEL FX, he was able to adapt his content to the setup.



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“Nevertheless, it showed its versatility and power for the use I presented,” he mentions with satisfaction.

Esteban employed a variety of specific lighting design techniques for Maluma’s show, always with the goal of creating a captivating atmosphere for the audience. “The highlight for this type of show, like festivals, is to make the artist look imposing and stand out,” he says enthusiastically.



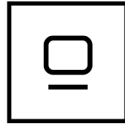
One particularly impactful moment during Maluma’s show came in the final stretch, when he decided to maximize the power of the 100,000-lumen PULSE PANEL FX. “In a song before the show ended, I turned up its luminous strength to the maximum,” he explains. “This not only enhanced the atmosphere of the song but also created a play of shadows and shapes that highlighted the musicians and dancers on stage. The visual energy generated by the lights became an integral part of the experience, elevating the audience’s emotional connection with the music and the show.”

Trust

When designing lighting for a show, Esteban faces the challenge of creating immersive and memorable experiences for the audience, adapting his approach to the particularities of each event.

“Every show is different,” he asserts, highlighting that it’s not the same to work for a specific artist as it is for a festival, where he must meet the expectations of several lighting designers. The key, according to Esteban, lies in ensuring that the equipment is in optimal condition and responds appropriately. “This also depends on the company providing these services and their equipment,” he emphasizes.

Esteban concludes by saying that, as a lighting designer, a brand’s support is crucial when working with the equipment. “The trust I have in Elation is total, as I feel that I always have the necessary support. Whenever I have doubts or need solutions, the brand is attentive.”



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Fueled by passion, creativity, and the powerful tools at his disposal, Esteban Tosta continues to rise as one of the most innovative lighting designers in the industry.

About Elation

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at www.elationlighting.com

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