

FOR IMMEDIATE RELEASE

12-Jan-2021

Maximus™ helps ring in New Year in Hengelo, The Netherlands

Outside the Circle uses the power of Proteus Maximus as an integral effect in unique end-of-year lighting display

With fireworks forbidden and Covid-19 keeping people isolated for New Year's Eve, Ton Nieuwenhuis and Martin Ciesluk of design firm Outside the Circle decided to bring a bit of lighting inspiration to the people of the Dutch town of Hengelo.

“We wanted to bring some light to people at the end of a tough year,” he said, “so we put together a project that included 21 mobile trailers with lighting to drive around the streets of the city on New Year's Eve. It represented how, because of Covid, we are all in small groups but when seen together symbolized something greater, us all coming together.”



The project, called Het Hengelicht, involved 8 fixed lighting locations (sponsors) plus 21 vehicles pulling trailers on which a [Proteus Maximus™](#) was encircled by four RGB laser-source beam lights. The effect from a distance of each grouping was one of a giant single beam of light. The fixed locations used one Maximus with 8 laser-source lights.

Ciesluk says that initially he wasn't sure what fixtures he wanted to go with but knew he needed something with power. “I knew I wanted LED and something bright that could take a bit of shaking around from being driven around in a trailer. As the other fixtures we used required domes, I wanted an IP65 fixture in order to have one less dome in the trailer. I was happy to discover the Maximus and Niclen was able to provide 38 of them for the project. It has a hotspot LED engine that is good for long-throw aerial beams and at only 1400 watts, it was easy on our small power generator as we didn't want to have to refill the generators too often.”



www.ElationLighting.com

FOR IMMEDIATE RELEASE

Ciesluk's initial idea was to choose 30 locations throughout the city to place lighting fixtures but with concerns over too many people gathering, the decision was made to make the majority of the lighting mobile by placing a power generator with lights in trailers to be driven around the city.

"We wanted to make sure that everyone in the city could enjoy the lighting," says Ciesluk, who calls the project more of an art installation. "Some people would come outside to see what was going on while others would look out their window as the lighting passed by. The response was amazing. People were clapping and waving at us from behind windows." Ciesluk says they tracked the movement of every trailer and ended up covering about 80% of all the streets in Hengelo.



The Outside the Circle crew drove around the city beginning at 8:00 pm when the town mayor initiated the project. Lights shone skyward in full-on white light for four hours with 30-minutes of more dynamic color and movement ringing in the New Year at midnight. Design was by Ton Nieuwenhuis and Martin Ciesluk with Ciesluk also handling the programming.

Besides garnering sponsors to finance the project, resources came from crowd funding, as well as the Hengelo city council, who, after initially denying funding, had a change of mind after seeing how much enthusiasm the project had generated on social media.

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 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



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

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