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Elation LED Lighting Package Adds Dynamic Flair to HopCat Brewpub in Detroit

One of the Midwest's most popular brewpubs, HopCat, opened its sixth establishment in December, this one in the mid-town section of Detroit. Fantasee Lighting (www.fantaseelighting.com) of Belleville, Michigan, was called on to add a sense of ambiance and flair to the new location and chose a dynamic LED lighting package from Elation Professional for the job.

HopCat, which opened its first venue in 2008, is the ideal place to sample some of America's best craft beers (130 on tap!) while listening to a regional band or national act. At HopCat Detroit, which opened on December 13th in an historic 100-year-old building, a second floor music and entertainment space, the Huma Room, features a variety of music from DJ's to classical concerts, as well as other events.



In order to accommodate the wide variety of acts that may perform there in any given week, venue owners wanted a lighting system to be as versatile as possible. Fantasee advanced the all-purpose benefits of a dynamic lighting system – customizable color, graphics, movement and intensity – but it was the advantages of LED like greater reliability, less maintenance, less heat and less power consumed, which proved to be a deciding factor in the decision to go all LED.

“An all LED solution was chosen first and foremost because of heat concerns regarding the relatively small area and low ceiling in the Huma Room,” stated Nate Mulvihill, Project Manager at Fantasee Lighting, who was responsible for the install. “There isn't much room there for heat to dissipate so it was important to have a low heat solution. The second reason to go with LED was the power savings.”

Fantasee installed an Elation LED rig of SixPar 100, Platinum Spot LED II and Rayzor Q7 fixtures for the Huma Room's stage. Capable of highlighting anywhere on stage in color or white light despite their hidden placement behind a structural beam are 14 SixPar 100 PAR color changers. Each SixPar fixture



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houses seven 12W 6-color LED multi-chips for an expanded palette of colors with a brightness that radiates across the 30 ft wide x 12 ft deep stage.

For those more flash and dazzle looks, 4 Platinum Spot LED II and 4 Rayzor Q7 moving head fixtures are spread across an upstage truss arch. The Platinum Spot LED II features a 135W cool white LED engine with 8 colors and 14 gobos and also includes a frost filter if additional wash effect is needed. The Rayzor Q7's super small size fits the space perfectly with its fast movement and ultra-sharp beam. The LED lighting system is used for performances 2-3 nights a week, also for special events. Because the Huma Room is used as an additional seating area when there are no performances on the schedule, the lighting fixtures were positioned to be semi-invisible when not in use.

Fantasee has increasingly turned to Elation lighting to fulfill its dynamic lighting requirements for both events (Detroit Auto Show) and installations (Ward Evangelical Presbyterian Church). "For HopCat Detroit we wanted to stay with the same manufacturer for all the dynamic lighting," Nate states of the decision to go with Elation. "It gives more constant colors across all fixtures and a more unified look across the rig. You don't have to be worrying about matching colors."

He concludes, "I'm not sure if 10 years ago I would have looked at Elation but in the last 5 years the quality of product as well as their technicians has really improved. The technical support has been absolutely amazing and much appreciated. When I call they really know their stuff."

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. 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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