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Proteus Hybrid™ leaves lasting impression at Illuminate Adelaide

Novatech Creative Event Technology supplies IP65 moving head for new winter attraction's signature project. Immersive experience created by Moment Factory

AV production company Novatech Creative Event Technology was involved in a large winter event in Adelaide, Australia called Illuminate Adelaide and supplied Elation's industry-leading IP65 [Proteus Hybrid™](#) moving head for a special lighting installation that left a memorable impact.

Billed as a celebration of innovation, music, art, light and technology, Illuminate Adelaide lit up the city with a program of events. As presenting partners, Novatech was the technical supplier of the event's signature project – Light Cycles. Illuminate Adelaide engaged Montreal-based multimedia studio Moment Factory for the creative, design and immersive content while Novatech provided all the gear and crew.



Light Cycles

As a featured artist at the new annual event, Moment Factory took over Adelaide Botanic Gardens with Light Cycles, an outdoor digital art experience that used light and music to amplify and transform the beauty of nature. Light Cycles led visitors on a magical nighttime journey through nearly two kilometers of the garden's lush gateways and luminous canopies. The immersive experience included dynamic soundscapes and video and light projections, including striking lighting effects from Proteus Hybrids at The Hearth.



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The Hearth

Inspired by the timeless power of the bonfire, The Hearth was a gathering place set against the botanic gardens' iconic Palm House greenhouse. Colorful, ever-changing beams of light from 12 Proteus Hybrid luminaires intertwined with an instrumental soundscape to evoke the beating heart of nature, while a chorus resonated across the lawn. The sequence, which ran on a 5-minute loop, was the last of seven zones that visitors walked through and was designed to leave a lasting impression.

"The Proteus Hybrids were a good choice for this installation as their IP status allowed them to be out in the Adelaide winter for the entire 6 weeks, which faced an unusually wet and windy winter," stated Ashley Gabriel, Director of Sales and Marketing at Novatech Creative Event Technology. "They also provided the necessary punch for a beam fixture that due to the moisture in the air really did throw an incredible beam to create the desired effect."

Photos: Courtesy of Moment Factory

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

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