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London Welcomes 2021 with Elation Proteus Hybrids™

London welcomed in 2021 with a spectacular city-wide display, sending a message of thanks and hope to the nation and the world. Jack Morton, the global brand experience agency, helped to develop the original concept and worked in partnership with the Mayor of London's office and a dedicated team of experts to create the extraordinary experience.

Lighting for the event was designed by Durham Marengi with Paul Cook as Associate LD and programmer. An integral part of the display included a spectacular array of 168 Elation Proteus Hybrids lining London Bridge to project stunning beams over the River Thames and into the night. The fixtures were supplied by Lights Control Rigging and managed by Rob Watson.



The 10-minute show, designed for home-viewing and created in collaboration with the BBC, was broadcast live on BBC1 and watched by a global viewing audience of millions. Durham stated, "As you can see from the photos and TV coverage both the Elation and [other manufacturer] fixtures performed admirably in the unusual conditions and were chosen after testing as the best available tools for the job."

Jack Morton's creative show team worked in collaboration with On the Sly for the music production, Titanium Fireworks for the pyrotechnics design, and SKYMAGIC for the swarm drone sequences.

Durham called on the expertise of ER lasers, the Signify team, Atelier Ten and the Illuminated River project, Armadillo and Tower Bridge, Stadium FX at Wembley and Woodroffe Bassett Design at the Shard to integrate the city-wide effects into a memorable light show to herald what will hopefully be a far better New Year for us all.

All Photos courtesy of Jack Morton Worldwide

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



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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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