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Elation Lighting Rejuvenates Renowned Dance Venue in Monterrey, Mexico

Privatt Club near Monterrey, Mexico, stood as one of the area's most exclusive nighttime party destinations for 30 years. When club owners decided on a renovation and name change, including a complete lighting remake in order to maintain its leading position, they dubbed the club Maddox and called on Elation Professional's Mexican partner, ADIMSA, to devise the new lighting impression.

"They wanted a new concept in order to make an impact on their guests and to be the number one nightclub in town," reveals ADIMSA head Edson Rivera, who created the new lighting design for the club. "The renovation was accomplished using Elation LED lighting and we used a lot of Elation pixel tape to create a new visual centerpiece that can be seen from anywhere in the venue. We then added some extra energy by using the new Elation Sniper." ADIMSA supplied all of the lighting equipment for the renovation and handled installation and lighting programming as well.



The 900-capacity club, which lies in the city of San Pedro Garza Garcia, is a multi-level venue that provides guests with a clear view of the dance floor from any spot in the club. The eye is immediately drawn to a large light "tree" with branches that fill the ceiling and emanate out over the dance floor. The tree's trunk and branches are made up of more than 30,000 pixels of light using Elation Flex Pixel WP tape, thin and flexible pixel tape with RGB LEDs at 40mm centers. The Flex Pixel WP tape works together with the other lighting in the room in a coordinated dance of dynamic color, pattern and chase effects. Easy to incorporate into any décor and customizable to any length, the pixel tape is a cost effective solution for simple color washing and effects and is easily pixelmapped for complete design integration.

Mounted on the perimeter of the club and spreading scanner and laser-like effects mid-air and down onto the dance floor are ultra-fast Elation Sniper multi-effect lights with ultra-narrow 3° beam and barrage of color and gobo possibilities. Also working from the dance floor's perimeter are Rayzor Beam



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2Rs, small and fast color- and gobo-changing moving heads with more than enough power to cut through the other lighting.

Immersing the club's upper level in lighting are Elation Event Bars, 4-head LED pinspots perfect for highlighting specific areas of the club or adding extra excitement to the lightshow with a barrage of multiple light beams. Each head is individually controllable and dimmable for custom control. Adding a warm-white daylight effect and blasts of energy for those peak moments are Cuepix Blinder WW4s with (4) 100W warm-white LEDs.

The renovation was completed in February of this year and has reinvigorated the club with crowds of loyal patrons responding positively to the new lighting by filling the dance floor each night. "The renovation has been a success and the new lighting system can take much of the credit for that," Edson states. "We turn to Elation lighting for many reasons - the innovation of the products, the quality of the products and the warranty of the equipment," he says, "but the technical support that Elation and ADJ provide was also very important." Edson thanks Architect Adan Carabes, club manager Alejandro Galvez and the owners of the nightclub for giving him the opportunity to develop the concept at Maddox.

Equipment:

- 187 rolls x Flex Pixel WP
- 187 x Flex Pixel 5V PSU
- 95 x Flex Pixel Driver
- 14 x Sniper
- 8 x Rayzor Beam 2R
- 20 x Event Bar
- 4 x Cuepix Blinder WW
- 10 x eNode 8
- 2 x Compu Cue 1024 DMX
- 2 x Opto Branch
- 4 x ADJ Crazy 8
- 2 x Antari Z-1500

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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