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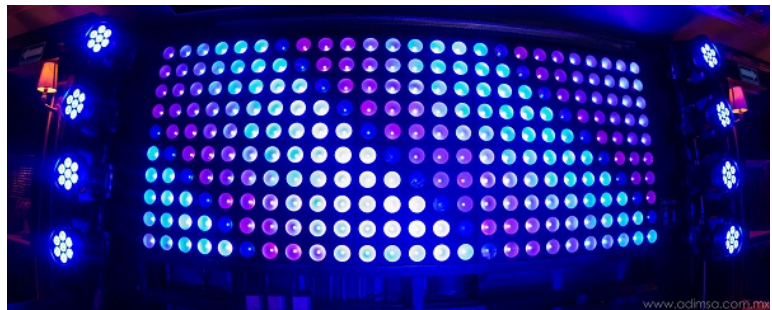
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ADIMSA Energizes Mexican Nightlife with Elation Lighting Rigs

Elation Professional's Mexican partner, ADIMSA, is involved in a large variety of projects throughout the course of a year and often turns to Elation products to fulfill the demand for dynamic lighting. Recently, ADIMSA has supplied Elation LED lighting fixtures to several top clubs in Mexico including Republica-DF in Mexico City and Press Club in Monterrey.

Republica – DF

Mexico City's nightlife is as lively and varied as everything else the city has to offer. Last fall, ADIMSA supplied and installed Elation LED lighting in one of the bustling city's newest hotspots, Republica club. The 800-capacity club, inspired by the old house design of the Republica age, features a colonial style with chic explosions of color yet with delicate touches. Architect Filipao Nunes designed the space with the interior concept completed by Javier Díaz Ceo from Fortuna Lab in cooperation with ADIMSA. ADIMSA's Edson Rivera was responsible for the lighting design.



One of the club's outstanding design features is a dynamic pixel wall made up of Cuepix Panels, Elation's popular high-power color square matrix blinders. Decorative graphical effects, multiple shades of color and text run across the wall while Rayzor Beam 2R LED moving heads, lined on each side of the wall, add more movement and beam effects.

Mounted in the ceiling and surrounding each side of the dance floor are Elation Event Bars, 4-head white LED pinspots perfect for multiple color looks and downlighting. Each 3W head is individually controllable and dimmable for custom control. Energetic bursts of light come from powerful Protron LED Strobes while a pair of Antari Z1200 II fog machines provides atmospheric fog effects and mid-air projection haze. Lighting control is from an Elation Midicon DMX controller.

Republica DF isn't the only Republica club in Mexico to boast an Elation lighting package. Sister club Republica San Pedro in Monterey is also outfitted with Elation gear.

See a video of Republica-DF here: <https://www.youtube.com/watch?v=q0RefJRWyJM&list=UUnHex-V5tYnhu6w5sq8UmdA>

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ADIMSA also supplied an Elation LED lighting package for Press Club in Monterrey, also with space design by Architect Filipao Nunes and lighting design by ADIMSA's Edson Rivera. The new, 1500-capacity club opened in fall 2014 with an inspiring atmosphere that lay somewhere between New York's meat packing district and Soho. The style is industrial chic - a mixture of velvet, leather and concrete with ceiling rafters, wooden floor and central social area. Working from an overhead rig is Elation Rayzor Q7 LED moving heads, Protron LED Strobes and E Spot LED II color and gobo-changing moving heads. Fog effects are from Antari Z-1500 II foggers and Antari W-715X Fog Jets.



According to Edson Rivera of ADIMSA, fixture quality was a key factor in the decision to go with the Elation lights for both club installations, as was the availability of a complete range of innovative products. "Elation has a great variety of unique products to choose from and we can always find a fixture that will meet the demands of the show or installation we are working on," Edson commented. "Optical quality of the lighting fixtures is excellent as is the top level of service we get from Elation." Edson thanks club owners Javier Díaz and Juan Cueto for entrusting ADIMSA with such exclusive projects.

Press Club

18 x Rayzor Q7
2 x Protron LED Strobe
10 x E Spot LED II
2 x Compu Cue
2 x Antari Z-1500 II
4 x Antari W-715X Fog Jet

Republica – DF

10 x Cuepix Panel
2 x Protron LED Strobe
8 x Rayzor Beam 2R
12 x Event Bar
2 x Antari Z1200 II
1 x Compu Cue
1 x Midicon DMX controller
2 x Opto Branch 4

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



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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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