

FOR IMMEDIATE RELEASE

12-June-2024

Eric Price debuts Elation SÖL I Blinder on Taking Back Sunday tour

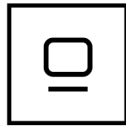
Taking Back Sunday lighting designer Eric Price is the first to tour with Elation's new SÖL I Blinder, integrating the tiny yet impactful LED light into the rock band's set on their current North American outing. Celebrating their new album, "152," the tour kicked off on May 19 in New Orleans and continues through the summer.

"I was looking for a low-profile blinder to skirt the risers, set pieces and steps—something powerful, functional, and small enough to put on a pipe for easy travel, install and pull—and the SÖL fit the bill," Price said. First shown at the LDI tradeshow in December, the SÖL I Blinder is not only compact and versatile enough to seamlessly integrate into virtually any stage setting, its RGBLAW LED engine offers full-spectrum color and packs a punch at over 8000 lumens. Its modular design, coupled with a variety of mounting options, makes for endless creative options.



Throwback aesthetic

Price and tour manager Andrew Sprague talked design ideas with Taking Back Sunday vocalist Adam Lazzara, who Price says is very hands on with the look of the show. Looking back at styles as diverse as Queen shows of the 70s and the iconic sets of Soul Train, Price says Lazzara wanted a bold, traditional aesthetic with eye candy looks on stage and minimal moving lights.



FOR IMMEDIATE RELEASE

“Obviously we weren’t going to bring out 100s of PAR cans so we explored custom set pieces,” Price explained. “Looking at venue sizes and logistics, we needed something efficient and effective and we settled on an idea of a lot of blinders.” After talking to Jason Reberski at lighting vendor JRLX, as well as Ross Blitz at Elation, Price says he realized that the SÖL fixtures were an interesting option. “With few moving lights, we needed something with versatility and the SÖL fit the need well.”

Skirted risers

The setup includes a 24-ft wide by 4-ft tall riser with steps, a drum riser stage left and a vocal riser stage right, all skirted with 44 SÖL I Blinder fixtures. The SÖL live on pipe in racks of four which clamp onto the back of the legs of the riser decks, a quick set-up and tear-down rigging plan that was worked out by stage provider Gallagher, along with JRLX. Elation SixBar 1000 LED battens provide side lighting.

Color and tempo

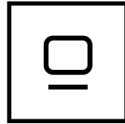
Price does not go overboard on color, which he says was a design point, instead accessing the fixture’s RGBLAW LED engine to discriminately shade the set and match the video content. “The color mixing is great on them,” he states. “The Lime is nice to see in a fixture like this and makes for a wider color palette, including nice whites.”



The band’s passionate, melody-infused music, a mix of heavy numbers with quick transitions into quieter more emotional songs, gives Price the opportunity to use the fixtures in a variety of ways. “I enjoy transitioning from big white CTO looks or saturated color sweeps down into a dark moody blue, just following the music,” he said. “You don’t need a lot of gobos, just color and tempo.”

Toned intensity

Taking Back Sunday music pairs well with strobe looks, which Price turns to tastefully at medium to low intensity. “They would destroy the crowd at full intensity they are so bright,” the designer



FOR IMMEDIATE RELEASE

said, noting that he generally runs the SÖLs at 30-35 percent with an end-of-show walk-off look at up to 60 percent. “People are always surprised when they find out I’m running them at 35%.”

JRLX

JRLX’s Reberski is enthusiastic about the SÖL fixture and its inherent possibilities, stating, “The SÖL I blinder is a perfect multipurpose blinder fixture for JRLX and we have been very happy with their performance on this tour. The ability to attach any Bowens accessory to the front also increases the versatility in scenic applications!”

Price, who previously lived in Chicago, calls JRLX his go-to vendor and has enjoyed a long-time relationship with the Chicago-based company. “We’ve done a lot of jobs together over the years and really have a symbiotic relationship,” he says, adding that Jason and his team know how he wants things prepped “so I’m able to give them a spec and I know they’ll get it right.” That kind of good relationship trickles down to the client, Price says. “They know that they’ll be taken care of.”

The designer concludes by calling the grid of SÖLs a “pixel-mapping dream” and that when going into venues, he often meets house LDs who are excited to see the fixtures. “It’s an enticing fixture with lots of possibility and I look forward to seeing what others do with them as well.”

Crew:

Lighting Designer: Eric Price

LX/Video Tech: Ryan Kestler

Stage Manager/Carpenter: Worm

Tour Manager: Andrew Sprague

Stage Design: Eric Price, Andrew Sprague and Adam Lazzara

Lighting Vendor: JRLX Inc

Video Vendor: DCR Nashville

Staging: Gallagher Nashville

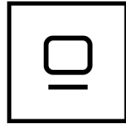
Photos 1, 3, 5: Salma Bustos, @salmabustos

Photos 2, 4: Charlie McCarty, @choly1

About Elation

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers the world over. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at www.elationlighting.com

For more information, contact:



FOR IMMEDIATE RELEASE

Elation US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com