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German EDM Festival “Tante Mia tanzt” Shines with Elation

Multi Media Marketing & Event GmbH relies on Paladin™ and Fuze Wash Z350™

As Ascension Day is a traditional day off for Germans, what better way to spend it then at “Tanta Mia tanzt,” a one-day electro dance music festival with international and regional DJs. Held in the town of Vechta in northwest Germany, Tanta Mia tanzt debuted in 2016 and was back in 2017 with a lineup of EDM and house beat artists playing across multiple stages. The all-day EDM party with its unusual name (“Aunt Mia is dancing”) attracted more than 16,000 visitors this year.



Elation Professional’s new German distribution partner, LMP Lichttechnik Vertriebs GmbH, who began distributing Elation Professional products in Germany in April of this year, worked with production services company Multi Media Marketing & Event GmbH. Dirk Möhlenbrock from Multi Media, responsible for the entire

show design, took over the creative and technical project management this year. "Together with our team of 25 technicians, we installed a total of twelve trailers of material on four stages," Möhlenbrock says.

Held in a huge open space, the “Stoppelmarktgelände,” several stages were constructed and equipped with the latest in entertainment technology. Particularly impressive were new Elation Paladin™ blinder/strobe/wash lights, which Multi Media used for the first time. "We have been using products from Elation for more than five years," said Multi Media CEO Georg Reuber. "They have a great price-performance ratio, which ensures an early return on investment".

The Elation Paladin debuted on the Eurovision Song Contest in May and was a key element in lighting designer Jerry Appelt’s design. The Paladin is a versatile RGBW luminaire with twenty-four 40W RGBW LEDs and zoom that functions as a bright blinder or strobe, powerful wash light, or, because of its multiple pixel zone control, can be used for pixel map and eye candy looks. In addition to the Paladins, Elation’s new Fuze Wash Z350™ LED wash light moving heads were used



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as a key wash light in the rig. Other Elation products included Platinum Spot 15R™ moving heads, Platinum Wash ZFX Pro™ LED moving head wash lights and SixPar 200™ LED Par lights.

The day included a full program for fans of the electro scene, including top acts Frequencerz, Sigala, Icona Pop und Yellow Claw. "Tante Mia" was a success for the second year running and a 2018 event is in the works, and again with Multi Media.

Photo credit: ©Tante Mia Tanzt Festival

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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