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Elation and Apart Productions Power UNTOLD Festival's 10th Anniversary Main Stage

SÖL I Blinders bring folklore-inspired staging to life while **PROTEUS** floods stadium with massive beam effects

Elation lighting fixtures took center stage at the 10th anniversary of the UNTOLD Festival, one of Europe's largest music festivals, held August 7–10 in Cluj-Napoca in the Transylvania region of Romania. With more than 470,000 attendees and a lineup featuring Post Malone, Armin van Buuren, Martin Garrix, Tiësto, Becky Hill and more, the milestone edition was celebrated with a spectacular production that blended folklore-inspired staging with state-of-the-art lighting.



Apart Productions Leads Main Stage Lighting

For the first time, Apart Productions, led by Andrei Predut, took charge of UNTOLD's main stage lighting after several years of working on the festival's secondary stages. As part of the team, Florina Dascal served as the overall Art Director, Bobo Nedelcu from Apart Vision was the Head VJ and Video Designer, and Alex Mihut, Head of the Sound Department at Apart Sound, led the audio direction.



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Predut and his team, working in partnership with gear provider Bivolu and Elation's Romanian distributor Zeedo, turned to Elation's [SÖL I Blinders](#), PROTEUS HYBRID, and [PROTEUS HYBRID MAX](#) fixtures to bring the ornamented stage to life and create a visually stunning show.

"Zeedo really showcased Elation products. They are always putting in the extra effort to put Elation forward and we were looking for an opportunity to make Elation visible in our market," stated Predut, who had visited the Elation facility in Kerkrade to get a closer look at the Elation line. "It was an extra step to bring the fixtures here, but they were the necessary fixtures for the job."

Bringing a Dragon to Life

The UNTOLD main stage is a massive, multidisciplinary undertaking, with artistic direction, structural engineering, and technical design all working in unison. For the festival's 10th anniversary, the stakes were higher than ever, with a strong emphasis placed on the stage's unique decorative frame — a defining element that set the visual identity of this year's celebration.



The main stage design, inspired by Romanian fairytales and folklore, featured an elaborate dragon motif that was dramatically brought to life using 130 SÖL I Blinders deployed not as traditional blinders but as eye candy and texture enhancers to accentuate the dragon décor. Arranged in a crisscross design to mimic dragon scales, the SÖL fixtures highlighted the ornate décor using gradients and dynamic color shifts that brought depth and motion to the scenery.

"We needed the dragon to come alive rather than just lay down a large brush of color, which would have been a bit boring," commented Predut, who supervised the main stage lighting team. "That's why we used lots of smaller sources, so we could create gradients and patterns that followed the contours of the décor. The fact that we could have such a rich spectrum of colors was the main benefit of the SÖLs and the main reason why we went with them."

With a tiny form factor and IP65 rating, the SÖL I Blinder is not only 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.



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Predut adds, “We could always have gone with some cheaper RGB sources but it was important for us to look good on camera with very natural looking colors on the decor. The whole idea was to have this wonderful deco scenery, so we went with quality.”

While guest LDs managed artist lighting, Apart maintained control of the décor frame, ensuring the look reflected UNTOLD’s signature visual identity.

Precision and Performance with PROTEUS

Forty-eight PROTEUS HYBRID fixtures formed a powerful crown of beams that filled the stadium, creating what Predut described as “a dome or coliseum of light” effect while 10 PROTEUS HYBRID MAX fixtures, mounted in hard-to-access positions beneath the stage, delivered striking gobo textures. “We were a bit nervous because they were mounted in a place where there was no access to them, so reliability was a must,” Predut said. “We did not have any problems though, which was not true for all brands. Reliability on this project was a huge win for Elation.”



Growing Confidence in Elation in Romania

While Elation’s presence in the Romanian rental market has been limited, UNTOLD marked an important moment for the brand in the country. With Zeedo’s support, Apart Productions sourced additional units through Motion to meet the scale of the production.

“The market is shifting, and local rental companies are discovering other brands like Elation,” Predut added. “Once people see Elation in action, confidence in the brand grows. For big outdoor festivals, I look at Elation fixtures. Reliability and color quality are everything and Elation proved itself on both fronts.”

Both Elation and Apart were proud to have been showcased at one of the largest and most visible platforms in Eastern Europe. “This was a learning experience and a huge honor for us,” said Predut. “The UNTOLD main stage is one of the most prestigious, and the shoes we needed to fill were big. We wanted to make a strong impression, and I think we succeeded. The feedback from organizers, guest LDs, and artists was overwhelmingly positive.”

Photos 1, 2, 4: @pixium.photo

About Elation

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-



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performance entertainment lighting products, we're proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. Elation serves clients worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at elationlighting.com

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