

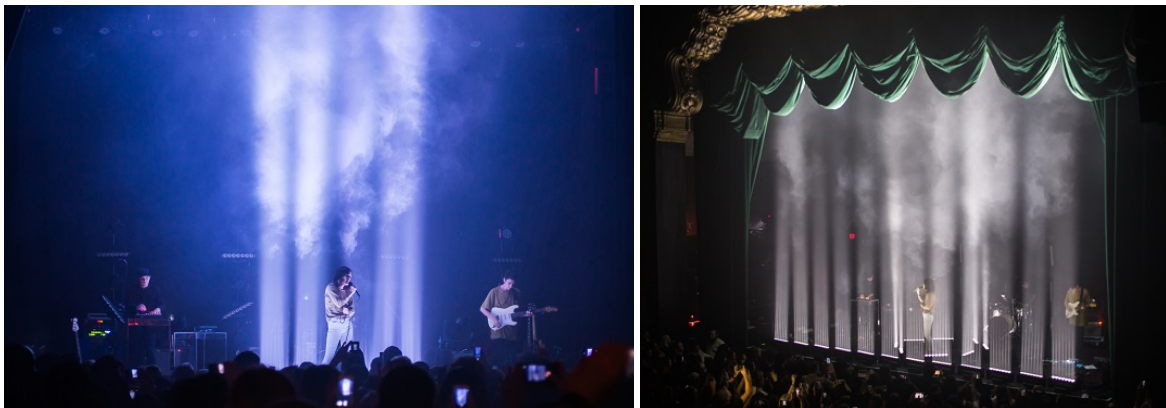
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Indie Pop Trio Wet Tour North America Using Elation ACL 360 Bars™

Music fans across the country continue to discover the unique sounds of R&B-tinged indie band Wet, who played dates across North America this fall using effects from Elation Professional color-changing ACL 360 Bar™ battens as powerful visual accompaniment. Touring in support of their debut album “Don’t You,” released earlier in the year, the Brooklyn-based trio plays an engaging and increasingly popular brand of music that mixes the genres of R&B, electronic, rock, and pop.

Wet first made waves in 2013 with its self-titled debut EP before hitting with “Don’t Wanna Be Your Girl” and eventually inking a deal with Columbia Records. Their fall “Don’t You” tour confirmed their increasing popularity with enthusiastic crowds and a string of sold out shows. Lighting design for the tour was by Erich Meitzner and James Bailey, who used the ACL 360 Bars to stunning effect by creating dense, seemingly impenetrable walls of light that fully complemented the band’s unique sound.



Their first outing with the band, Meitzner and Bailey, created a dynamic yet simple design that matches the often intense moods set by the music. They created a variety of backlighting effects by alternating 12 ACL 360 Bar fixtures with moving heads on upstage pipes while a further 12 ACL Bars lined the downstage edge to form a wall of light that separated the band from the audience. Another 8 fixtures were used to surround lead vocalist Kelly Zutrau, enveloping her in a transparent box of light.

The high-output ACL 360 Bars, which have seen use this past summer and into the fall in a wide variety of applications, are versatile color-changing LED battens with seven 15W RGBW LEDs and narrow-beam output. Their 360-degree continuous rotation allows them to create dynamic moving effects that are not possible with conventional LED fixtures. “We wanted to create walls of light and the big wall look is my favorite look of the show,” stated Meitzner, who also serves as lighting



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director on the tour (he also serves as lighting director for the New Zealand band Broods). "We went with the ACL 360 Bars so we could create the wall look with pixel mapping."

Meitzner was thoroughly satisfied with the tour, calling it a "blast" and expressing his desire to continue to work with the band. Equipment for the tour was supplied by Michael Brammer of Special Event Services of Winston-Salem, North Carolina, with additional equipment for a show at Fonda Theatre in Hollywood supplied by Nicole Barnes at Felix Lighting. Pre-visualization drawings for the design were completed by Dave Carr of Dave's World Designs. Meitzner and Bailey thank Kelly, Joe, Marty, Gabe, Michael, Nicole and Dave for their help and support.

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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