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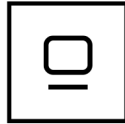
## Rob Sinclair Enlists PROTEUS MAXIMUS For Zach Bryan Stadium Shows

Upstaging supplies market-proven IP-rated power luminaire for country star's 2024 "Quittin' Time" Tour

Production/Lighting Designer Rob Sinclair is using Elation [PROTEUS MAXIMUS](#) LED Profile lighting fixtures to support country star Zach Bryan on his ongoing "Quittin' Time" tour. Playing North American dates in support of his fifth studio album, "The Great American Bar Scene," which was released in July, the PROTEUS MAXIMUS has been instrumental in supporting Bryan's live performances in the challenging conditions of outdoor stadiums.



The "Quittin' Time" tour marks a significant milestone in Zach Bryan's career. His rise to country music stardom has been meteoric, and his production has grown alongside him. The artist took a big step last year when Rob Sinclair came on board as lighting designer as the production grew from a bus and a trailer to playing arenas in-the-round to now sold-out stadium shows. Sinclair has handled lighting design duties for both the tour's arena and stadium shows, with the outdoor shows commencing in May. Kyle Lovan operates the show with lighting programming by Andre Petrus. Lighting supply in by Upstaging.

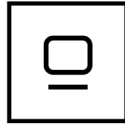


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Sinclair says there's a real honesty and simplicity to the show with Bryan very involved in the design process. "Everything we do with Zach is about getting him as closely connected to his audience as possible," Sinclair states. "We do that in arenas by putting him in the middle of the room, but we couldn't do that in stadiums, so Zach and the band perform before a large video screen that is 160 feet long and 55 feet high with IMAG." It's a roofless setup that the designer says allows Bryan's audience to be "under the same sky and share the same experience whether that means great weather or a downpour."



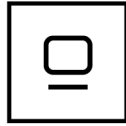
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The entire rig therefore needed to be weatherproof. It also needed to be able to operate at a very high trim height of about 60 feet so IP-rated fixtures that could cut through the video wall lighting at that distance were a must. Sinclair not only emphasized the importance of a powerful lighting system that could withstand unpredictable weather but also insisted on one that could maintain consistency of color and beam.

Sinclair looked at several options in partnership with lighting vendor Upstaging, who encouraged him to select IP-rated fixtures. "Upstaging was a natural choice for us," he said. "Their support and expertise have been invaluable. We spent time putting a meter on the MAXIMUS and comparing them to the competition and in the end, we decided they were the right choice."

The PROTEUS MAXIMUS is a 50,000-lumen LED moving head that has been routinely used to light some of the world's largest outdoor shows since 2019. It can be employed as a profile, beam, or wash light and houses CMY color mixing and a complete FX system, including a full blackout framing system.



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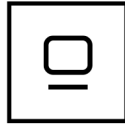


Sinclair deployed evenly spaced PROTEUS MAXIMUS along a single upstage truss that follows the length of the 160-foot screen with the same number of units lining the upstage floor. He describes his design as “deceptively simple” with few gobo looks or flashy effects and color choices that complement the video. Zach and the band are clearly the focus of the show.

“Everything we do is in service to Zach, his songs, and the storytelling,” he says. “The lighting is very supportive of the performance and is not a light show by any means. There’s no time code and no playback so lighting director Kyle Lovan has to really think on his feet every day.”

There are also smaller sections equipped with additional lighting gear. “Ten years ago, if you had put a system out like this in that type of weather you would have lost lights everywhere. The general reliability of everything we have used on this tour has been really incredible. We’ve lost minimal amounts of fixtures across the whole rig, so the IP rating has really saved us,” Sinclair said, remarking that the tour has received its fair share of rain.





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The "Quittin' Time" tour has been widely praised for its authenticity, delivering a show that deeply resonates with audiences. A part of that success is owed to the production team, who crafted an environment that allows Zach Bryan to connect with his fans and share his stories through his music. The outdoor leg of the tour wraps up on September 21 in Louisville, Kentucky, while the indoor tour extends through to Christmas.

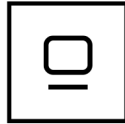
Crew Chief: Franklin Antonio  
Production Manager: Steve Drymalski  
Production/Lighting Designer: Rob Sinclair  
Lighting Director: Kyle Lovan  
Lighting Programmer: Andre Petrus  
Lighting Vendor: Upstaging, Inc.

#### **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](http://www.elationlighting.com)

For more information, contact:

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