

lighting today

JULY - SEPTEMBER 2011

Cover Stories **THYSSENKRUPP QUARTER**

An award-winning lighting design by
Licht Kunst Licht AG

EUROVISION 2011

An array of entertainment lighting
solutions illuminate the popular song
contest

EXCLUSIVE!
**SHOW
REPORTS**

Lighting Showcase

THE HERMITAGE

WEST KOWLOON, HONG KONG

ALDI FUTURE STORE

RASTATT, GERMANY

THE SWAROVSKI STORES

PARIS, FRANCE

SPARKS Multimedia Attraction



The Water Screen and the musical fountain come with individually controllable nozzles and numerous moveable water effects that can reach heights of up to 60 metres. These effects work amazingly well with the laser lights, providing fantastic visuals to the viewers.

Hamedan, Iran

Laser Lighting Solutions: LOBO
Lighting Design/Creative Direction: Alexander Hennig
Picture Credits: LOBO

In 2010, laser show and multimedia specialist LOBO launched a new multimedia tourist attraction in the ancient Persian city of Hamedan, with the installation of its "SPARKS" laser system.

Thanks to its historic heritage, Hamedan offers a huge variety of interesting historical sites. Unique monuments and relics from ancient times can be seen all around the city. With about 5000 years of history as the Capital of the Meder Empire, Hamedan ranks high among the oldest cities in the world. It is said that the three Magi set forth for their long journey to Jerusalem from this city, which is located 2000 metres above sea level in the Zagros foothills.

In the outskirts of the city, the large-scale tourist spot was built with various attractions embedded in park-like developments. As one of the most experienced solution providers and the most awarded company in the industry, LOBO was inquired to participate in the design of an outdoor show area in 2009.



The show arena is installed with laser and video equipment, which give off projections that can reach onto a 40-metres-wide Water Screen and a sophisticated 100-metres-wide musical fountain system.

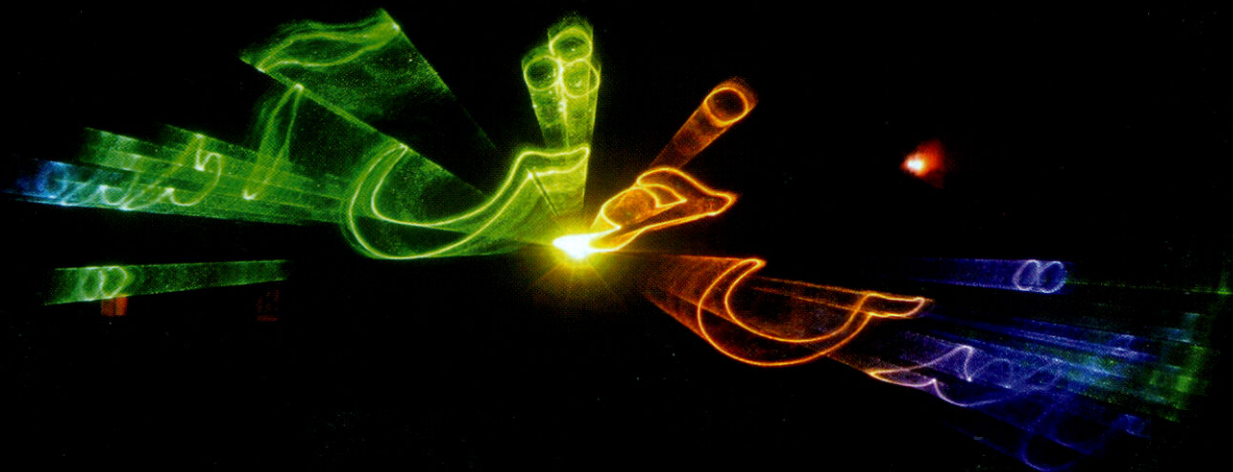
With the space able to receive up to 2000 spectators, the show arena directly adjoins to a war memorial and was specially created around a purpose-built lake. The arena has laser and video projections, which reach onto a 40-metres-wide Water Screen and a sophisticated 100-metres-wide musical fountain system, with individually controllable nozzles and numerous moveable water effects that can reach heights of up to 60 metres.

Said Alexander Hennig, LOBO's Creative Director, "The venue is really impressive and offers perfect conditions for a show. The project team has done a perfect job, considering the size and orientation of the lake and the optimal position of the seating gallery towards

the projection surface."

During the LOBO engineers' first on-site visit, the system was put into operation and the three show programmes, mainly dedicated to the touristic attractions of the city, were installed for entirely automated operations on the basis of LOBO's media control system LACON-5.

"As a European, I was virtually overwhelmed by the vitality, openness and hospitality of the people here. We really wanted to express this attitude in our shows. And obviously, we were quite successful, as large crowds were gathering during the rehearsals along the streets above the venue every night," said Alexander Hennig.



The multimedia show was a huge success, as large crowds gathered along the street during rehearsals every night.