

6 / 27 / 2016

Robe Helps Take MTB Buzz to new Highs

Products Involved

[BMFL™ Blade](#) [BMFL™ WashBeam](#) [ColorStrobe Lite™](#) [ColorStrobe™](#) [Pointe®](#)
[Square™](#)

Robe is a proud sponsor of the 2016 UCI Mountain Bike World Championships, being staged over the next 5 days in Nové Město na Moravě in the Vysocina area of the Czech Republic.

In addition to this, over 100 of Robe's latest fixtures - Squares, BMFL Blades and BMFL WashBeams, Pointes and ColorStrobes - are part of a high-impact entertainment stage lighting rig designed by Michal Brna and Michal Schmidt, and supplied by leading Slovakian rental specialist Q-99, based in Bratislava. Both Robe and Q-99 are also technical partners for the event.

The energised Opening Ceremony took place last night- comprising an adrenalized 14 minute time-coded show created by Neon Heads - a specialized art, fashion and entertainment production house with branches across Europe including Prague. The incredible choreography encapsulated the spirit of mountain bike racing and the essence of the red white and blue of the Czech national flag in an imaginative and highly visual display.

Closing the OC event was popular Czech band Vojtěch Dyk & B-Side. There will now be nightly concerts and entertainment taking place on the stage from a variety of artists and DJs, and it will also be used for medal ceremonies.

The lighting has been designed to be flexible and cater to all these different demands. Three upstage trusses feature straight sections in the middle with end-pieces angled downwards to add some form to the space and also maintain separation and depth between the fixtures, which are spread all over these three trusses plus a front truss.

Eighteen of the Squares are in a 2 x 9 matrix upstage on a ground supported structure. Jiri Baros, Robe's Marketing Manager comments "it is hugely important for us to be involved with this prestigious event which is being hosted in CZ for the first time, and we wanted to make sure that the Opening Ceremony really WOWED the crowds, competitors and organizers by having the latest Robe fixtures available to facilitate the stunning design."

Photo Credit: Michal Červený





