

6 / 1 / 2023

Robe at SHOWTECH 2023 Expo

Products Involved

T2 Profile™ T2 Profile FS™ T2 Fresnel™ T2 PC™ TX1 PosiProfile™ T1 Profile™
T1 Profile FS™ T1 Fresnel™ T1 PC™ T11 Profile™ T11 Profile MFS™
T11 Fresnel™ T11 PC™ RoboSpot™

Robe will be exhibiting at the two and a half-day 2023 SHOWTECH entertainment expo next week, staged in Halls 1 and 3 at STATION in Berlin, one of the country's most charismatic and unique event spaces right at the heart of the German capital adjacent to the world-famous Potsdamer Platz.

Robe has participated in the predecessors of this event and was delighted when the DTHG (German Theatre Technical Society) decided to stage it again, this time as an independent organiser. The company's German subsidiary immediately secured a premium spot with stand 1.19. A selection of the latest technologies will be showcased, focussing on the T Series products, like the recent TX1 PosiProfile™ and T11 series, plus the popular T and T2 series' and manual and remote follow spot systems, together with others suited to stage and performance applications.

"With the focus on theatre and performance lighting and production, we expect a very high quality of attendees from all over Europe," commented Robe Germany's marketing manager Julian von den Stemmen. "This also allows us to tailor our booth to the interests of the visitors, not only in showing products, but offering an on-site live workshop experience with international theatre lighting designer Andy Webb, who presents his perspective on using Robe Lighting's numerous solutions."

Robe's T-series LED fixtures are specially developed for the exacting environments embracing all genres of theatre and performance lighting design which require quiet operation, precision, infinite colour manipulation, exceptional quality of light, and refined dimming and intensity shifts to enhance mood and atmosphere.

Utilising the revolutionary MSL Multispectral light engine technology, these fixtures offer outstanding colour control and finesse. Advanced technologies, including DataSwatch virtual

colour libraries, subtle and accurate theatre grade L3™ dimming, AirLOC cooling for silent running, PLANO4™ shutter modules and high-definition optics give designers full freedom to practice their art.

Andy Webb will be presenting a series of live workshops throughout the day on the booth, based on Robe's hugely successfully touring Theatre Workshop concept, offering visitors a chance to learn about some of the challenges and solutions involved in creative stage lighting.

Robe Germany will highlight its NRG (Next Robe Generation) programme activities on the booth with daily presentations at 11:00 and 15:00 for students / apprentices and those interested in pursuing careers as lighting professionals. These will be given by NRG students. Two roll-up screens will be placed on the side of the booth to facilitate these.

Two NRG students will also be part of the booth team assisting with sales and other product support in-between the workshops.

Robe's architectural brand Anolis will have a presence on its own part of the stand showing the latest luminaires from the new Calumma™ range alongside Anolis' popular Ambiane™ and Eminere® products.

At the end of the first day, Robe will host a special evening at light art gallery Dark Matter – one of the most in-demand and visited attractions in Germany – showcasing the fabulous, thought-provoking, and cutting-edge work of artist Christopher Bauder.

While finishing off the day with food and drinks from an assortment of food trucks, visitors can also enjoy Dark Matter's exterior Anolis lighting installations and superlative live music from DJ Leisegang. Tickets for the get-together will be available at the Robe booth.

Julian is confident that there will be a good return of investment from the show, remarking that it's clear from the multilingual nature of the "Theatre of Tomorrow" SHOWTECH Congress and seminar programming which is running alongside the trade fair, that the organizers "plan to evolve it into a go-to European exhibition, conference and destination for professional theatre and stage practitioners."

STATION is highly accessible with stunning architecture that is protected as a historic landmark, making it an international hub and connecting point for pan European travel. The grand opening of the Dresdener Bahnhof took place on this same site on June 17, 1875. The station was the starting point of the new Berlin - Dresden railway line, which was 12

kilometers shorter than the old one. While trains commuted to and from Dresden, through traffic continued to Vienna and Prague and further afield.













