

Welcome to the creative world of PixelRange

Rocking with The Strokes!



Modern hipster New York rock kings 'The Strokes' are back on tour with a new album. The performance is a big rock show that reflects the energy of the band, delivering an injection of swagger and cool to the frighteningly fashionable crowd of fans and A listers.

Lighting the band for the first time, designers Troy Giddens and Chris Ragan were given a blank canvas. The band wanted minimal front lighting and no follow spots which created a moody dark but spectacular final design: including 39 PixelLine 1044s, 6 PixelLine 110s, 4 PixelPars, 29 moving fixtures & 12 strobes.



The 1044s were chosen for their output and pixilation. Used for effects lighting focused directly at the crowd, they create a large array of colour and can be viewed from all angles without losing any density. The tight LED configuration of the 1044s ensures that the colour output is true to the colour source - where white is white and not a mixture of red, green and blue dots.

PixelLine 110s are the only front lights in the design and are mounted vertically to the backside of the downstage towers producing saturated colour washes across the stage. Giddens preferred to use the 110s for this part of the design, so he could utilise the 4 colour feature RGBA (red, green, blue, amber). The amber is actually the most used front wash in the show. And as a last minute addition to the rig, 4 PixelPar 90s were added as truss toners.

The PixelRange fixtures were all programmed and controlled via a PixelDrive system and Giddens is very complimentary: "Neither of us has been happier with a fixture of any kind after the first use - as we have with the PixelLines and PixelDrive. They have done everything we wanted and much more. We will probably use them in all

Editor's comments!

It was nice to see so many of you at SIB, I'm sure that you will agree that the IKEA customised PixelPar chairs proved to be a seating haven! And don't forget that we will also be exhibiting at Prolight & Sound in Frankfurt - so feel free to come and talk to the team. The new brochure has been a great success and I'd like to take this opportunity to thank you all for your very complimentary comments. The new website is planned to go live in April - so watch out for that - you will hopefully find it an invaluable source of PixelRange information. Keep sending me your news and photos - all news is good news! See you next month. jane@pixelrange.co.uk



Jane Monk



our future designs in some form or another. They are also amazingly durable, which we realised after a mishap with a bottle of water! After standing the unit on end overnight to let it drain and dry out - it fired up and ran like new the next day!"

Neg Earth supplied all the lighting and fabricated the final design. From the trussing to the custom PixelLine brackets - the end result is exactly how Giddens had visualised it. LDs Giddens and Ragan have their own design company called "Intelligent Production Solutions Creative Group" and have lit many different bands ranging from rock to hip hop.

The Ice House

The Ice House is a promotional ice dwelling constructed by UK based ice artists 'The Ice Box' for the Dutch-German IMG Diba Bank.

A single story building measuring 100 square metres - 18 metres long by 6 metres deep and 3.7 metres high - it was LD Giles Mayall's task to architecturally light the space - inside and out - in the client's blue and green corporate colours.

LED light-sources were the obvious choice with their low heat emissions making them ideal for illuminating the ice without melting it! Mayall and JVC's Vince Roper spent considerable time researching the effects that different LED fixtures had on the ice and seeing how they reacted to the freezing environment.

24 PixelLine 1044s were included in the final lighting specification controlled via an

Avolites Pearl. In addition to the static colour looks and scenes illuminating the ice, Mayall also programmed and ran a few animation chases from the Pearl - the main one being a blue and green 'breathing' sequence which made the house feel alive.

The Ice House project in Germany was handled by production company Fact & Fiction. The structure was used to highlight the bank's mortgage products and services at trade shows including



their Ideal Home Show.

Mayall was working for UK-based JVC Events, who take care of the technical and logistical needs of all of the Ice Box's installations.