

29.5.2014

Robe Looks Gorgeous at Corporative Events

Products Involved

LEDWash 600™

Sao Paulo based Gorgeous is a Brazilian rental and technical production company that has recently invested in 40 x Robe Pointes.

Founded by CEO Ricardo Tamaoki who at the beginning worked as a party organiser and DJ, the company has been specialising in technical production for the corporative event world for the last 22 years. They provide sound, lighting, video and trussing systems for a full range of social, experiential, corporate, sports and cultural events.

Gorgeous has been working with Robe products for around three years. Their first investment was in 40 x ROBIN LEDWash 600s supplied through well-known Robe partner, ELO Iluminação.

"We are really happy with these - they are very reliable," says Ricardo.

And ... the Robe purchasing didn't stop there! Last year 40 of the multi-functional ROBIN Pointes were added to their stock.

Ricardo explains that right from the start "I chose to work with state-of-the-art equipment and always try to buy the best products available because I believe they last longer, that people like using them ... and it gives us more credibility".

He highlights the value that the Robe name itself brings to projects and the support the company provides. "All of this made me decide to work with Robe. It's a leading brand and meets all our needs. The fixtures are excellent and bring wonderful lighting solutions!" he enthuses.

Ricardo also looks for small, compact fixtures for more efficient lighting ... another reason he added these two Robe models to the company's stock. "Working in corporative events, we need small lights that are easy to transport, handle and rig. The LEDWash 600s and Pointes are perfect!"

Gorgeous's work includes numerous high-end clients and brands at exhibitions, conferences, press meetings, product launches, parties and promotional events.

Ricardo's early experiences as both an event organiser and a DJ have helped him to make and maintain many influential contacts and create his own unique client base.

His early career also included working for a record label and travelling extensively to sign musicians and obtain music / song copyrights, etc. often juggling this with the party organising and DJ'ing.

"Then I decided to stop with the label and DJ'ing and focus solely on the event company. Originally we had a more social approach, but now we are concentrated solely on the corporate market", Ricardo

explains.

Gorgeous currently has 30 full-time employees, five of which are dedicated to lighting. They work with over 100 regular freelance technicians from all over Brazil, and last year supplied over 300 events. With such a busy schedule, equipment maintenance is a big issue! As soon as each project is finished, the kit returns to the company's headquarters and undergoes a thorough check before being prepped and made ready to go on the road again. Organisation is a key word for Gorgeous! For most of the events, Robe is the chosen lighting brand. "Robe fixtures are so reliable and ours have never needed any serious maintenance or service," he confirms.

Recent top class projects include providing technical production for the Fitness Brasil Internacional event in Santos city, São Paulo - a huge 4-day event for physical education professionals with over 70,000 participants, multiple gym lessons, stands, seminars, debates and all kind of activities. They also supplied a convention organised by Dorel, the owner of numerous bike brands, to launch their 2014 product range.

At the Carnival in Salvador a massive operation saw kit supplied for a number of high profile "camarotes" (party areas) - it is an event with which Gorgeous has been involved for the last 10 years.

Photo credits: Gorgeous / Wladimir Togumi



