

26.5.2004

KOBA 2004 - A Robe family gathering in Korea

Robe's exclusive Korean distributor Art-Tech Lighting Co. Ltd., took the center position in one of the two halls at the Coex Exhibition Center for Koba 2004.

Robe's exclusive Korean distributor Art-Tech Lighting Co. Ltd., took the center position in one of the two halls at the Coex Exhibition Center for Koba 2004.

The impressive booth occupied over 80 square metres of space, and Art-Tech showed over 40 Robe fixtures, ranging from ColorMix wash lights to the very popular ColorSpot series, plus the Scan 1200s and the EColor.

The show size and visitor numbers were similar to previous years, and the exhibition featured just over half a dozen professional lighting companies presenting the best known brands.

The Robe ColorSpot 1200 AT has rapidly become Korea's number 1 choice. Sixteen units have just been installed at the Taegu National Opera House in Seoul after intensive tests.

The fixture is equally as popular with rental and TV companies as it is in theatres. Therefore it was no surprise, to see the directors of the leading Korean rental houses Technolight, Skylight, Lighting Korea and Y Lighting all visiting the booth. Others stopping by included a raft of top TV Lighting Directors from KBS and MBC networks, and the LD of the enormous LG Home Shopping channel.

Art Tech recently supplied Robe fixtures to Seo Tai Ji, Korea's best known singer for a memorial concert celebrating 120 years of co-operation between Russia and Korea, titled "Seo Tai Ji live in Vladivostok". The stunning lighting rig used 60 ColorSpot 575 XTs and 30 Wash 575 XTs - among others, all supplied by Art Tech. Over 1,000 Korean visitors traveled to Vladivostok on two cruise ships - with the singer and equipment. Other concerts planned this year will also utilize the same format of lighting rig, complete with all the Robe fixtures.

Art Tech works closely with all Korea's major rental companies, so Koba 2004 was an ideal opportunity for Robe's MD Josef Valchar, and International Sales Manager, Harry von den Stemmen, to meet-and-greet every one of them in person. They were thanked for their brand commitment and good work, and Valchar and von den Stemmen spent much time chatting generally to glean first-hand end-user feedback on the Robe units.

"In fact, it was more like a family gathering", stated Art Tech's Managing Director Dae-In Yoon, after the show, "We had a hugely successful exhibition, and everyone who was anyone was there". Visitors to the Art Tech booth included many government officials and broadcast companies, and they also saw plenty of theater practitioners - in addition to all their friends from the rental companies. Dae-In Yoon added, *"Soon, they will all have the opportunity to visit the Robe headquarters!"*

For more press info on Robe Show Lighting, please contact Louise Stickland on +44 (0)1865 202679, +44 (0)7831 329888 or E-mail: louise@loosplat.com.







