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## Lemon Event Support has a Zing for Robe

### Beteiligte Produkte

#### T1 Profile™

Lemon Event Support is a dynamic and creative event production company based in Luxembourg. The company started as a sound and lighting rental company in 2009 and in 2014 joined forces, skills and resources with video content production specialist Moast Creative Studio. Lemon Event Support grew, developed and enjoyed success delivering multiple events, each with individual style and flair.

The first Robe moving light products onboard were Pointes, a fixture launched in 2013 that was an instant winner for Robe. Pointes have also proved a fantastic investment from Lemon Event Support, and the fixtures are still out and about working today!

They were soon followed by VIVA CMYs, LEDBeam 150s, LEDWash 300s, LEDWash600+s, LEDBeam 350s and, most recently, T1 Profiles.

The fusion of the two companies enabled the provision of full design and production packages, with a separation also maintained within the structure, allowing each to work alone or together as needed, therefore embracing a greater range of clients. With the core of Lemon & Moast's work being in the high end corporate and industrial sector, plus some television productions and commercials, this has proved a smart strategy generally, and helped them through the pandemic period.

In 2016, Lemon Event Support opened a management agency to co-ordinate all aspects of an event, from the design and concept through to catering, décor, etc., so there are now two teams on the Lemon side, one focusing on event management and the other co-ordinating technical production, involving around 20 employees in total and supported by a large number of freelancers in high season.

Paul Thyes, one of the two owners explained that the first investment into Robe moving lights was in 2013, and since then, they have steadily built up their Robe stock investing in appropriate new tech as it has come to the market to service their core work.

"Right from the start, I wanted to invest in a quality moving light brand," explained Paul. "It was very important to our brand that we were perceived as having the best and the most cutting-edge and innovative technologies, so we could pass all that value on to our client."

When they looked at the market around 10 years ago, they saw Robe as fast-growing, innovative and consistently launching excellent new products. "It was also a brand that matched ours in terms of energy and ambition," he noted.

When it came to wash moving lights, they went straight to LED and to Robe's LEDWash series, which "was seriously the best option" in terms of price and quality.

Proximity to the supplier was another factor.

All Robe's business in the region is co-ordinated through Controllux's Luxembourg office headed by Christan Muller, who is familiar with the community in this small, bustling and very forward-thinking country. Having a dedicated person for sales and support right there in Luxembourg has been a big plus generally for Controllux and for Robe.

Over time, Lemon Event Support has purchased these various Robe products as needed and as Robe has developed and brought them to the market. "Robe definitely has eyes on what the market is demanding and needing!" says Paul.

The T1 Profiles were purchased for their adaptability and all-round features that are ideal for the corporate events that make up 80% of Lemon Event Support's business.

From car launches to parties, "the T1's are great in so many contexts and scenarios," confirmed Paul, as well as for camera environments - as many events are streamed - with the colour temperature range and precise shuttering perfect for key lighting.

Gobos are extremely helpful for many occasions including lighting set and architectural elements. Often, Lemon Event Support will be designing both set and the lighting.

The LEDBeam 350s are similarly usable in a diversity of applications, from front lighting and key lighting onstage to washing, back lighting and effects.

The company has been so enthusiastic about Robe that Paul and the team have been instrumental in at least two of the multipurpose venues for which they provide technical services and support purchasing Robe kit - the Centre des Arts Pluriels in Ettelbruck (CAPE) and the Mierscher Theatre in Luxembourg City, both busy performance spaces staging shows and cultural events.

Lemon Event Support was asked onboard as consultants in both cases when the time came for technical upgrades.

Paul notes that they are keen to keep the operation boutique, specialist and quality with each design created carefully and contoured specifically to the client's needs, presented as a sustainable, great looking and sounding technical solution to make their shows fly..

Photo Credit: Louise Stickland



