

18 / 04 / 2011

Apple Productions, Sao Paolo - Profile

Apple Productions is a major Brazilian lighting rental company based in the Case Verde area of north Sao Paolo, working nationwide and in other Latin American neighbours like Argentina, servicing all types of shows and events including concerts, tours, corporate events & presentations, plus film and video work.

The company was founded in 1986 by Marco Pinheiro who still plays an active day-to-day role in the operation. It now has over 30 employees and is one of the best regarded hire facilities in the region.

Over the last 3 years, Apple Productions has invested steadily in Robe moving lights, and now has over 60 fixtures in stock, including 18 x ColorSpot 700E ATs, 24 x ColorSpot 1200E ATs, 12 x ColorWash 1200E ATs and 8 x ColorSpot 2500E ATs.

These fixtures have been carefully selected to provide a broad base of creative tools to offer to Apple Productions' regular clients - both those with their own LDs and lighting specs, and those for whom Apple Productions also produces a lighting design as well as supplying the equipment.

All their Robes have been purchased via ELO Iluminacao Professional run by the charismatic 'Magoo' (Edivaldo Nazimento), who is the main dealer working closely with Robe's Brazilian distributor, Newart Iluminacao Ltda.

The first Robes to join Apple Productions were 24 x ColorSpot 1200E ATs in 2008. They have worked continuously since then and are still going strong, in the process impressing all with their reliability and robust build quality.

One of the main in-house LDs is Francisco "Pincel" Gabriel, who also has a string of his own clients and is a Director of Photography as well. He uses Robe products constantly in his work, and comments, "I really like the quality, precision engineering and power characteristics of all the Robe units".

Pincel uses the full range of features and functionality on the different fixtures on his creative projects, and really likes the full range of the CMY colour mixing systems, and on the 1200s in particular, the strobe feature.

He is really excited about using Robe's new ROBIN Series, specially the LEDWash 600 and the new ROBIN PureWhite LED wash, which will be extremely useful for his film, TV and video projects.

Recent shows to feature Apple Productions' Robes include a live DVD shoot for Brazilian superstars Limao Com Mel, recorded in front of 15,000 people in the Chevrolet Hall at Recife Antigo in Pernambuco and the "Rebellion Paulista" festival, in Paulista, Sao Paolo. They will also feature at the upcoming Salon Automobile (Motor Show) at Anhem Bi Convention Centre, Sao Paolo - on the Renault booth.

