

EXPRESSION EXP

Proel S.p.a.

Via alla Ruenia, 37/43
64027 Sant'Omero (Te) - Italy
Phone +39 0861 81241
Fax +39 0861 887862
www.proelgroup.com
info@proelgroup.com

PROEL GROUP COMPANY

ITALY - PROEL LIGHTING LIGHTS UP THE NEW SEASON AT CLUB ZEN



The famous Club in Porto San Giorgio, in the Marche region, is changing its look for the 2011 season...

Calling on the experience gained in working with some of the most exclusive clubs in Italy, like Pineta in Milano Marittima and Tocqueville in Milan, the team that worked on this project at "Merli Entertainment" designed an exclusive venue for a demanding and fashion-conscious public: Club Zen Royal Suite.

This year, Club Zen opened sporting a brand new architectural look. During the summer the interior of the club was renovated and made even more chic with elegant furnishings built around a gold color-theme.

The strong point of this exceptional venue is undoubtedly the innovative Proel Lighting system, meant to spice up the nightlife with new technologies.

In order to assure an impeccable installation, the owners of the club and the Merli Entertainment Team brought in installation contractor Gianluca

Ponzanetti's Orione Contract, a company based in Porto San Giorgio that designs and installs audio, video and lighting systems and provides after-sales assistance.

Thanks to many years of experience in this sector and to the ability to apply new trends in nightlife to this type of venue, Merli Entertainment and Orione Contract found a solution that completely satisfied the customer's requirements. The dance floor no longer holds the primary role and the patrons can spread around the club and dance wherever they wish, be it on tables or sofas.

Gianluca Ponzanetti eliminated the traditional lighting that was in the middle of the dance floor (traditional Scanners, 250-watt moving heads and PARLED64s) and replaced them with LED moving heads in order to highlight the club's interior.

After an initial rendering, the technical specification called for mini LED moving heads from Proel, a manufacturer with which Orione Contract has worked for many years.

Technical personnel from Proel created a computerized simulation which provided for the positioning of 30 LED SPOT PLLEDMLS moving heads and 30 WASH PLLEDMLW moving heads, in 10 groups that allow control over each area of the club, from the entrance way to the two bar zones, from the private rooms to the tables to the central dance floor.

The moving heads were also custom-painted with the new personalized color "ZEN Royal Suite".

The installation is complete with Proel PLSPDX 6-channel DMX splitters and permanent cabling with PROEL DMX cable and XLR connectors.

The opening night and the following weekend were a huge success and received compliments from both the patrons and industry professionals, who were impressed by the picturesque scenography and by the variety of effects provided by the new lighting installation.

Orione Contract's website: www.orionecontract.com

