

20.8.2014

## Sergio Serrano Invests in Robe for LED Project

### Products Involved

Pointe®

Sergio Serrano is a renowned Mexican entertainment industry professional, a respected show producer and heads his own lighting & visuals equipment rental and services company, LED Project, based in Mexico City.

He is also the proud owner of 16 x Robe Pointes!

His career began around 25 years ago when he started as a show and event 'set-up assistant' in a small production company, and from there became increasingly interested in the technical and creative aspects of shows and performance.

His experience developed in parallel to the expanding entertainment industry in Mexico as did his contacts, and he soon started to produce events and shows for many music groups and large companies. This led to him founding a video and lighting rental company with some other associates. "We were the first to bring fixtures like the VersaTUBE and the Showpix to Mexico with the goal of making a difference and highlighting 'convergence' by using new and exciting visual technologies in the show business arena", said Sergio.

Currently - with many credits to his name and having produced events in over 37 different countries - his business venture LED Project is again focusing on the worlds of video, screens and lighting.

He is busy as a producer, consultant and designer for several production companies and well-known artists from all over Latin America, and for the last 14 years has been production manager for high profile Mexican band, Café Tacuba, who are frequently touring.

"At LED Project, we're always looking out for original and inventive products that can keep us ahead of the game. It's important to stand out and be recognised as experts in these specialist fields", he added.

This was how he discovered Robe's ROBIN Pointe luminaire.

It was 2013, and when he first saw all the features and the massive potential of the Pointe, he knew it would be an excellent investment.

Sergio commented: "The first thing I did after seeing the Pointe was show it to Café Tacuba's lighting designer 'Tiffy' Castellanos ... so he could start specifying them for our future shows.

"The Pointe is very different to other fixtures ... and that's what we're looking for. It has a wonderful quality of light and you can be very creative using the gobos, prism and other effects".

He also thinks Robe's MiniMe is excellent, especially for corporate event applications.

Sergio highlights the importance of maintaining good relationships with other industry players with a view to being able to share resources and provide equipment for larger productions. "It's essential to have smart, reliable and imaginative commercial partners, like Chucho Guevara's Fade In or Miriam Villalobos' Vatel Producciones, to help facilitate the great diversity of projects that we service".

In 2006, Sergio received an award from Mexico's leading industry publication Sound.check magazine for his career in concert production. Sound.check has also honoured him as one of 50 'celebrities' of the show industry in recent years.

Some of the artists Sergio has worked with include Café Tacuba, Savage Garden, Maldita Vecindad, Caifanes, Jaguares, Moenia, La Quinta Estación, Belanova, Natalia Lafourcade, Gloria Trevi, Ximena Sariñana, Zoé and Manu Chao.

High profile projects in which he has participated include Glastonbury Festival of Contemporary Music, Roskilde in Denmark, Rock in Rio in Spain, Summer Sonic Fest in Japan, Coachella and Lollapalooza (in the USA, Chile & Brazil), Central Park Summer Stage and Austin City Limits Music Festival in USA; Viña del Mar in Chile; Rock al Parque in Colombia; Quilmes Fest, Pepsi Fest and Festival Cosquín in Argentina; and the Vive Latino festival in Mexico.

Recent events where LED Project's Pointes have been in action in Mexico are Electric Planet and shows for Café Tacuba, Armin van Buuren, the Corona Music Fest, Panda in the Auditorio Nacional, a presentation for Rolling Stone magazine, a presentation at Auto Infinity Q50, Yuri at the Auditorio Nacional, the Car Show Festival in Acapulco and performances by singer Marco Di Mauro.

Sergio also has several ongoing projects utilising his Pointes and is looking at experimenting with some of the other current Robe products in the near future.

