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Brazil's Electralight and LPL Rock Lollapalooza with LightConverse

Lollapalooza's return to São Paulo, Brazil earlier this year was made all the more successful by **Electralight**, in partnership with **LPL Lighting Productions**, and their use of **LightConverse** visualization software.



Work at the 3D Visualization studio with LightConverse. Photo: André Thomazo.

By employing an onsite custom 3D visualization studio at the iconic and spectacular Jockey Club horse track located in the heart of the city, valuable design and programming time was saved for a host of designers and operators whose top-talent bands took the stages of the three day event.

With all three main stages virtually replicated in LightConverse software running on individual workstations, show elements, including lighting, LED, video, moving truss, and effects were made available for the particular stylization of each act much to the satisfaction of all concerned.

The main proponent for the onsite studio was designer **Nilson Barros** (Xuxa), known for his work on *The Voice Brazil 2012* (Globe), among other acclaimed productions, who convinced director **Caio Bertti** to offer the service to festival organizers who thus invested in the well-received concept.

 www.lightconverse.net

 www.electralight.com.br

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