



Beat this!

AND WIN A CASE OF ITALIAN WINE

This is the start of a series of features – on an irregular basis – showing unusual, extraordinary or even bizarre, uses of Quartzcolor laniro lighting, and to make the series even more interesting, a case of Chianti supplied by Quartzcolor in Rome, will be presented for future articles that can out-do the others.

So to begin with, we start with a few examples from that unusual and sometimes extraordinary continent, North America.

Our sister company Strand Century of California, inform us that Quartzcolor HMI spotlights have recently played a leading part in lighting several major American events.

THE ULTIMATE O.B. LIGHTING SET UP!

One of Century's dealers, Keylite/PSI, recently sent 12 6000 watt 'Sirio' HMI's to illuminate the night landing of the U.S.

space shuttle Challenger, which was broadcast via satellite, worldwide.

As the spacecraft touched down, three truckloads of equipment, two support vehicles and a crew of 12 were there to greet the first night landing of a U.S. spacecraft.

ON PARADE . . .

The Hollywood Christmas Parade last year benefited from 60 Quartzcolor HMI's situated along its 3½ mile route.

This event is the United States' principal night time parade and officially heralds the start of the holiday season in Los Angeles. The parade was broadcast over 200 stations worldwide.

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In New York, another Strand Century dealer, Lee Lighting supplied more than 25 Quartzcolor HMI's to supplement daylight for the 'grand daddy' of American parades, Macy's Thanksgiving Day Parade.

A TREAT IN STORE IN CANADA . . .

The unsuspecting public of Toronto were recently given a chance to see, at close quarters, some 'classic' Quartzcolor spotlights: Strand Century of Ontario supplied 10 'Castor' 2000 watt spotlights to a certain large 'up market' department store situated in Toronto's fashionable Yonge and Bloor area. The store devoted all 10 of its display windows on Bloor Street to a dramatic high fashion display featuring the handsome Quartzcolor props.



Our thanks are offered to our American and Canadian cousins for starting off what should be an interesting exercise and we know that many more of the thousands of TABS readers worldwide are working with Quartzcolor equipment. Therefore there must be other interesting applications of these excellent Italian products that are worth an article in TABS.

After all, there are those cases of wine . . .