

FRANCE/SHOW PREVIEW

SHOW PREVIEW/SIEL 89

April in Paris! Perfect for strolling along the Seine, down the Champs-Élysées, or through the exhibition hall at the Porte de Versailles where over 300 exhibitors will show their wares at SIEL 89.

The seventh annual SIEL (Salon International de L'Équipement des Lieux de Spectacles et de Loisirs), which translates to the International Trade Show of Equipment and Technology for Entertainment and Leisure Places, will be complemented by the Fourth annual Trade Show for Theatre Equipment. Together the two trade shows covered 22,000 square meters of exhibit space and welcomed over 20,000 professionals in 1988.

SIEL exhibitors include manufacturers and distributors of sound, lighting, and video equipment, as well as special effects, makeup, stage machinery, soundproofing, furniture, security, and other products designed for use in theatres, cinemas, convention centers, conference rooms, shopping centers, amusement parks, and public spaces. Also tending stands at SIEL are related service organizations and trade publications, plus record companies, insurance agents, architects, and design firms.

While the majority of the exhibitors are from France, England, Italy, and Spain, many serve as distributors for products manufactured throughout the world. The numerous French manufacturers at SIEL 89 will include Celestion and

Bouyer, who specialize in public address systems, Cinecomfort for theatre seats, Cinelume for film projectors and projection booths, and Diprofa for bleachers. For theatrical products, the French company Fiat offers both sound and lighting equipment, and both Strand and Lee Colortran are among the international manufacturers of lighting equipment expected to introduce new products at SIEL 89.

For companies interested in exhibiting at SIEL 89, there are two options. Raw space rents at 1060 FF per square meter. An equipped booth rents for 1200 FF per square meter and includes carpeting, partitions, logo, and spotlights.

Admission to SIEL is free to all pre-registered professionals. On-

site registration is 100 FF. SIEL 89 will be held from April 9 - 12 1989 in Hall 1 at the Parc des Expositions de la Porte de Versailles. For complete information concerning both potential exhibitors and professionals who would like to attend, contact Bernard Becker Communications, 161 Boulevard Lefebvre, 75015 Paris, France. Tel: 1/45-33-74-50. Fax: 1/45-32-71-29.



ITALY/SHOW PREVIEW

SIB/MAGIS PREVIEW

On Monday, April 10, the curtain goes up on the 1989 edition of Italy's SIB International Exhibition of Equipment and Technology for Discoteques and Dancehalls and the MAGIS Exhibition of Equipment and Technology for Theatres, Cinemas, and Show Business. The two shows are held simultaneously in the Rimini Trade Fair Center and organized by the Rimini Trade Fair, with the collaboration of the Italian Dancehall Owners Syndicate and the Italian General Show Business Association.

Held through April 13, this is SIB's seventh year and MAGIS' fourth. Since its inception, this expo has developed into one of the business' premiere events with constantly growing attendance figures: 400 exhibitors at the '88 edition were visited by almost 13,000

trade-only visitors from approximately 40 countries. The organizers are looking to better the 25,000 square meters of booth space in five halls of the Fair complex on this occasion. Mauro Malfatti of the Rimini Trade Fair Corporation states, "We have had a very positive feedback from all the major manufacturing countries including the United States, the United Kingdom, France, West Germany, and Spain, and the Italian trade will of course be out in its entirety previewing for the 89-90 season."



One of the features of the SIB/MAGIS show is that most everything necessary for the furnishing and fitting of a dance venue, theatre and cinema can be found under the one roof: stage lighting and light controllers, lamps, amplification and PA systems, electrical installations, film, slide and video projection equipment, special effects equipment, soundproofing, dancefloors, stages and mobile structures. Installers, designers and architects will be called in to build many of the firms' booths (in many cases functioning mini-venues).

Visitors can expect to see all the world's leading names exhibiting: Coemar, Clay Paky, Sapro, Kremesa, High End Systems, Light Processor, Spotlight, Quartzcolor, Satel, Cameron Video, FAL, Lobo, Kreluz, and Pulsar, just to mention a few.

Also at SIB/MAGIS 89 is a program of technical seminars, including a conference on Theatre

Technology and Architecture on Monday, April 10, and a seminar on New Lighting Technology on Tuesday, April 11.

Visitor/exhibitor facilities include a free coach service between the Trade Fair Center and the nearest international airport (Bologna). This shuttle service coincides with major domestic and international flight arrival and departures (Paris, London, Munich, and Frankfurt). Other on-site facilities include: foreign visitors' lounge, press room, banking facilities, fax, telex, travel information and hotel reservation services and a computerized expo information desk.

For further information on SIB/MAGIS contact: Rimini Trade Fair Corporation, Via Della Fiera, 52, 47037 Rimini, Italy. Tel: 541/782000. Fax: 541/774313. Telex: 550844 FIERIM.

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