

## SIEL AND SIB 89 La dolce vita at SIB 89

BY ANN DALY

SIB/MAGIS is more than just an entertainment equipment trade show. It's about *la dolce vita*—beautiful men and women in high-fashion clothes indulging in the pleasures of food, drink, and song. As one of the world's premiere disco shows, SIB is perfectly located in Rimini. This Italian seaside resort town on the Adriatic boasts a surplus of outsized clubs, including the elegant Paradiso, the harem-themed Pascia, and Baia Imperiale, a bombastic take-off of Caesar's Palace.

The 7th edition of SIB (the International Exhibition of Equipment and Technology for Discotheques and Dance-halls) and the 4th annual MAGIS (Exhibition of Equipment and Technology for Theatres, Cinemas and Entertainment) were held concurrently, 10 - 13 April, at the Rimini Trade Fair Center. The two shows hosted 13,045 visitors, including 1,479 foreign visitors from 36 countries. This is a 23 percent increase in overall attendance and 36 percent in foreign attendance over last year.

SIB was organized by the Rimini Trade Fair Corporation in collaboration with the Italian Dance-hall Owners Syndicate. MAGIS was sponsored by the Rimini Trade Fair Corporation in collaboration with the Italian General Show Business Association. Of the approximately 350 exhibitors, 135 came from 13 countries other than Italy.

SIB offered trade members the latest in lighting, special effects, sound, video, furniture, sets, and gadgets for dance venues. Visitors were mostly club owners and managers, as well as installers, designers, architects, technicians, DJs, VJs, LJs, agents, wholesalers, and retailers.

MAGIS's 70 exhibitors attracted theatre managers, technicians, DPs, cinema managers, and concert organizers.

The 16 members of APIAD (the Association of Italian Discotheque and Theatre Equipment Manufacturers) were out in full force: Amplilux, Artick, CTM, FAL, FLY, King's Sound, Lampo, Leoncini Arredamenti, Music & Light, Outline, ProgramSistem, Lite Beam, SGM, Spot-light, Studio Due, and Tecnitron.

It seemed as if every lighting company was offering its own line of "intelligent lighting," using scanner-type mirrors to

send light beams in almost limitless paths and configurations.

The Starlite System has been developed by the British sound company Tasco Communications Ltd. over the past four years. Chief executive Roger Pearce-Harvey cites the system's superior lamp life, brightness, and precision of motion control. The lamp is controlled from the Starlite computer desk through an IBM PC. The parallel output port from the computer drives a series of encoders continuously transmitting data to each lamp. Programming is achieved through a custom implemented version of Microsoft's Windows program.

Coemar introduced the Jupiter projector, complete with Philips' new MSR lamps and a high-quality optical system. The Brio, too, was new at the Coemar booth. This motorized effect is for smaller discos and uses the 400w MSR discharge lamp.

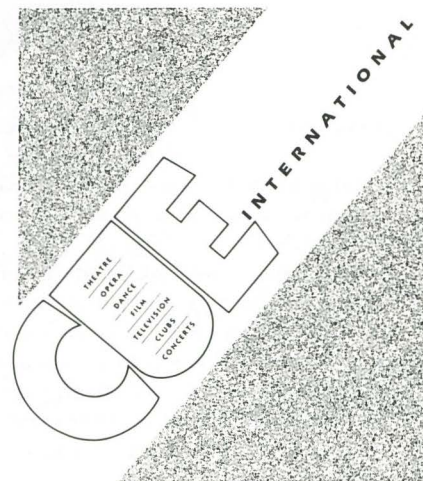
Clay Paky introduced Crystal Scan, with five dichroic colours plus white, strobe-adjustable stroboscopic effect, and black-out shutter. Lightwave Research introduced Dataflash, a Xenon flashlamp

### **This trend toward quieter, living-room style clubs already has spread across the US. The question remains: is this the trend in Europe?**

system that can consist of hundreds of flashlamps individually addressable and dimmable. And Space Cannon's exterior beam projector, available in one, three, or four beams, was a big hit. As were SGM's controllers.

ProgramSistem had a barrel of suds, so to speak, at their booth, complete with bathing-suited women blowing bubbles at the passers-by. And back at the factory, to be introduced at Light + Sound 89, is a knock-out neon product called Neon Light Emotion. ProgramSistem has transformed static neon into kinetic neon that spikes to the rhythm of accompanying music.

Lasers and simulated lasers were a well-



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