

states, "we want to develop the specific equipment for theme parks — electric cars, artificial surfaces, gaming machines, and inflatables."

Because of this, SIEL 90 is expecting to attract a larger number of exhibitors and

"We want to make SIEL more international — more foreign exhibitors and visitors."

attendees from a diverse cross-section of the entertainment industry.

Stands are available in two versions: Space only, allowing exhibitors to build their own stand to their own specifications. The cost is FF1150 per square meter; and Shell scheme, a ready-built exhibition stand, with carpet, namboard, and spotlights, costing FF1290 per square meter.

For complete information concerning exhibiting or attending SIEL 90, contact Bernard Becker-Blenheim, 22-24, Rue du Président Wilson, 92532 Levallois-Perret, Paris. Phone: 33/1/47-56-50-00. Fax: 33/1/47-56-12-67 or 47-56-92-92. Telex: 614620 BLEHN. For UK exhibitors, contact Debbie Carlton at 44/1/727-1929. Fax: 44/1/727-0834.

ANDREW P. SHEARER

SIB/MAGIS

April in Rimini may not be April in Paris, but it's the time and place for the 1990 editions of the SIB International Exhibition of Equipment and Technology for Discotheques and Dance-Halls and the MAGIS Exhibition of Equipment and Furnishing for Theatres, Cinemas, and Entertainment Venues to be held in the Rimini Trade Fair Centre from 1 - 4 April.

Rodolfo Lopes Pegna, president of the Rimini Trade Fair Corporation, organisers

of SIB/MAGIS, confirmed his organization's intent to ensure that the events maintain the trend of constant growth they have experienced since their respective first editions. "SIB and MAGIS, coming up for their 8th and 4th annual editions respectively," says Pegna, "were set up to fill a gap in the international trade expo circuit — the world market needed a specialized show for each sector, and manufacturers were tired of finding themselves relegated to a section of a larger exhibition. The fact that we made the right decision is born out by a glimpse at our attendance figures, which have risen constantly since the start."

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figures. 1,479 of these specialized visitors were from outside Italy (a rise of 36% on the previous edition).

Mauro Malfatti, assistant manager of Fair Corporation, continued, "We're organizing SIB/MAGIS with the collaboration of the major representative trade association — SILB (The Italian Dance-Hall Owners' Syndicate) and AGIS (The Italian General Show Business Association) — so as well as being able to preview a comprehensive panorama of the very latest of the industry's technology and research, trade members can also participate in the very busy program of collateral events. In 1990, these will include debates and roundtable discussions on the sector's key talking points and problems, technical seminars, conferences, and shows."

Exhibitor and visitor information for SIB/MAGIS 90 can be obtained by contacting: Rimini Trade Fair Corporation, P.O. Box 33, 47037 Rimini, Italy. Tel: 541/782000. Fax: 541/774313. Tlx: 550844 FIERIM 1.

MICHELLE LOSCOTTO

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the Power Mist low-cost fogger. The Smoke Processor III uses a water-based smoke fluid, and features "instantaneous smoke" — the ability to use the machine at any time after initial heat-up with no idle cycle where re-heat would normally shut down the machine's operation.

Rosco brought along a new Rosco Fog Machine, the Model 1300. The new model differs from the Model 1500 primarily in the control capability — the control console on the new machine has been eliminated and operation is via a hand-held remote.

While JEM Smoke Machine Company Ltd., did not have its own booth, their machines were to be found at several booths on the floor, such as the Elektralite mini-nightclub.

Neon Modular Systems featured the Sparkler™, an acrylic-encased neon stick that seem to crackle in perpetual motion.

On rigging, Stardrive, Inc. exhibiting in the Acculites booth, showed a "coiled hinged link column system" for portable ground support of lighting trusses. Universal Manufacturing introduced square trussing, available in 5' and 10' lengths and 11", 14", and 18" widths.

There were several sound companies at the show including Wembley Loudspeakers displaying their MC2 Maxi Cube, a 2820 bass enclosure.

In addition to the exhibits on the show floor, special events included a fog machine shoot out at the nearby Tennessee Performing Arts Center, and a special tour of the Tennessee Television Network. A trip to the Grand Ole Opry added a taste of true Nashville flavor.

A series of thirty LDI seminars explored such subjects as new developments in MIDI technology, applications for moving lights, and techniques in lighting design from Broadway to the West End, from country and western music to international opera houses. Among the participants at the seminars were Peter Wynne Willson and Tony Gottelier of Wynne Willson Gottelier Limited, and LDs Chris Parry and Steve Kemp.

Attendance at LDI89 was 3,551 — an 18% increase over 1988, while the exhibit space increased 65% for a total of 373 booths. LDI90 is scheduled for 17 - 19 November 1990 in Orlando, Florida with visits planned to the MGM/Disney and Universal studios.