

# Effetti di Luce

## COEMAR — FROM SEARCHLIGHTS TO MOVING LIGHTS

BY MICHELE LOSCOTTO

**C**oemar was the very first firm to manufacture spotlights in aluminum profiles specifically for the disco and club market," boasts Coemar owner/managing director, Bruno Dedoro,

company that remains on the cutting edge of modern lighting technology.

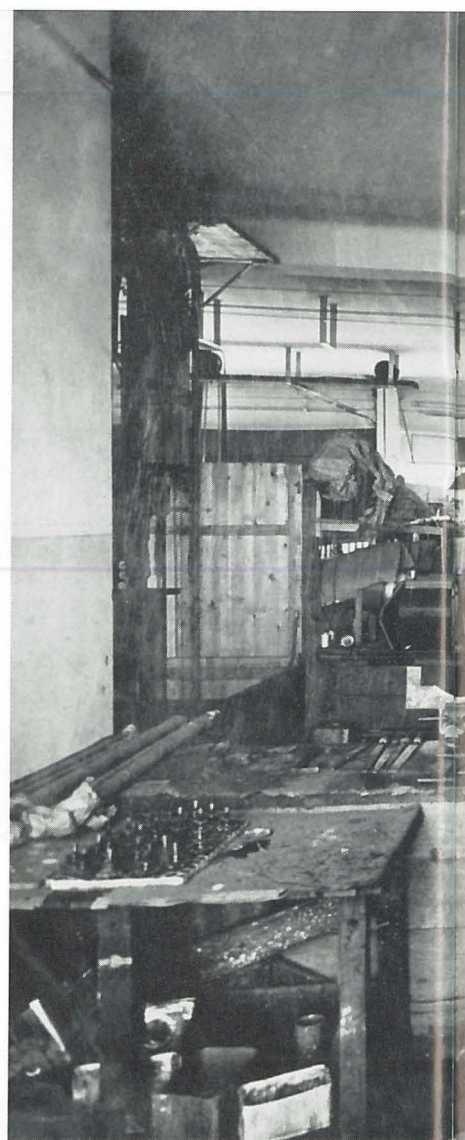
Coemar today is one of the leading manufacturers of club and effects lighting, with an international sales distribution network covering every continent. But it started out in Milan in a far more humble context. "Coemar was founded in 1933 by Simone Marcucci, a brilliant Milanese mechanical engineering and optics expert." The name of the company, in fact, is an abbreviation for Costruzioni Ottiche Elettriche Marcucci (Marcucci Optical and Electrical Manufacturers). Starting off manufacturing lenses and optical reflectors, the company's range of products was expanded during the war to include army and navy signalling lights, as well as studio and stage luminaires.

Development continued along the same basic lines in post-war years, but a series of factors, including Marcucci's ill health and the entry of Japanese manufacturers into the optics market seriously hurt business.

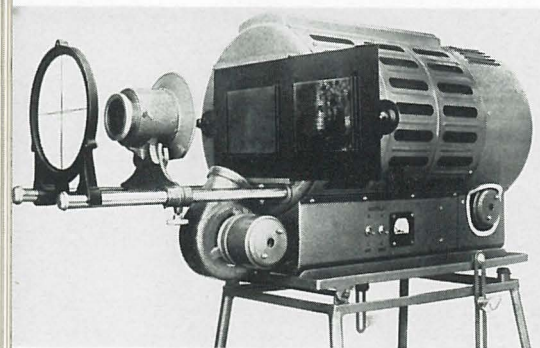
Coemar struggled along in the ensuing decades. The company was already manufacturing lighting for use in dance halls in the early 60s when Dedoro, at that point a young man heading the company's technical department, realized the potential in the dance hall market. "That was the period of the slide projectors and projector-mounted fluid wheels with their psychedelic effects," says Dedoro. "We came up with our first purpose-built disco projector. From that, the Coemar we know today really started."

The company did have its share of growing pains. In 1972, when Coemar moved to its present location in Castelfreddo, the business was in "a bad way — the work force was down to a skeleton crew of seven and our range consisted of a few luminaires and our Explorer and Siluro (Torpedo) projectors." A decision had to be made. So in 1974, on the eve of the international disco boom, Dedoro took over the company and has never looked back since.

"and three years later we turned out the first spotlight entirely built from die cast aluminum, a skill in which we excel to this day. Another of our important firsts was the use of discharge lamps in our luminaires." This, the story of the 57-year-old



2



1