

STRANDLIGHT

THE INTERNATIONAL JOURNAL OF STRAND LIGHTING

STRAND in 1987 AB (After Bristol)

I have devoted a great deal of space in this issue of our magazine to the new products and to some older products now made available world wide, which were launched at our recent meeting in Bristol.

I have done this because I believe the events were of great importance to Strand, and that, by definition means of great importance to the technical industry which supports the world of entertainment. And that means they were important to the most important people of all, our customers.

The very heavy coverage given to the Bristol product launch by 'The Stage' and by 'Lighting & Sound International' confirms this view.

Among a welter of new and updated products described in this issue, perhaps the most important is the small and very affordable 'Action' memory system. The importance derives from the fact that it is the first Strand product specified, designed and produced right from its inception as a World Product. The 240 and 120 volt versions are in production simultaneously and Action is now on offer literally everywhere.



At the Strand Spectacular Dinner, Staff from Strand Lighting companies from around the world and guests were addressed by Sir Patrick Meaney (centre) Chairman of the Rank Organisation. Pictured with Sir Patrick are (left) Marvin Altman, President of Strand Lighting and (right) Michael Jukes, Managing Director of Strand Lighting Europe.

And older products that have proved their worth in one market are being made available in other markets. The Leko range of North American spots is a good example of how we are seeking to offer the best we do everywhere where audiences, real or by electronic transmission, are to be found.

To give readers an idea of the importance we attached to the Bristol conference, our agents and dealers gathered from as far as Brazil and Malaysia.

The U.S. company was represented by John Pavaicik, its President and by Bill Groener, its sales and marketing supremo.

Obviously Marvin Altman, the President of Strand Lighting attended and the importance of the whole occasion was underlined by Sir Patrick Meaney, Chairman of The Rank Organisation who was the principal speaker at the official conference dinner.

Some while back we started on the long road towards a truly world wide product range. Well, to paraphrase Churchill, Bristol was not the end, it was not even the beginning of the end, but it was the end of the beginning.

The start of our Strand Spectacular tour, now running simultaneously in Europe and the U.K., was a three day product launch at the Bristol Old Vic theatre.

It took three days because we had so much to show to our staff and our agents - now we are looking forward to showing these products to you, our friends and customers.

Action. The First of the Strand World Wide Memory Systems.

'Action', our new small memory system, has been designed from the start as a world product. It is the first control system from our international R.&D. and we believe it is the first lighting control system that has specifically been designed from the start for complete international acceptability.

Up to this point Strand systems have been primarily intended for the market which developed them. Galaxy in Europe - although many are in Asia and Australia, Light Palette in North America, although Palettes are working in Japan and England.

Action is designed for all markets and will, we believe, bring the advantages of memory control to small theatres, clubs and studios everywhere. And Action is backed everywhere by Strand's unrivalled service support.

Control Systems - The Worlds Biggest Choice - The Worlds Most Advanced Technology.

..... see page 7

Galaxy 3, Light Palette 3, Gemini, Mini Light Palette, Lightboard M, Celebrity Plus, M24, Action and Tempus. We now have a completely unrivalled range of systems, to suit every theatre or studio and the ability to meet your specification, however demanding.

Cantata - the New 1200 watt Range..... see page 4

A new profile range - one lamp house with three alternative lens tubes, plus a PC and a Fresnel. All with new mechanical, optical and electrical features. To go with Cantata the new RSE 29 and RSE 90 lamps are introduced.

Automated Lighting Systems.

Showchangers - PALS (Precision Automated Lighting Systems) Autoscroll, Taskmaster, Parscan and Parscroller and the brilliant new Litescan were all at Bristol and are all available world wide.

The Strand Spectacular



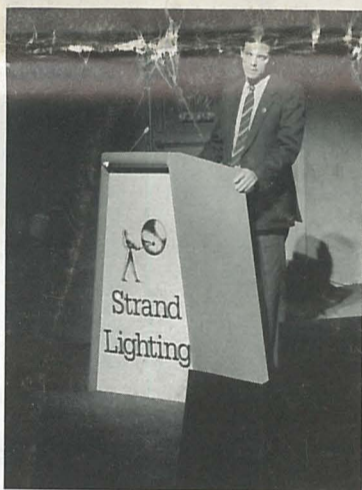
From Brazil Senor Vasquez (R) examines a Leko.



Dan Riley of Zumtobel-Barlitz discusses Mini-Light Palette with Peter Rogers, Strand Canada's National Sales Manager.



Senor Gallego, who sells Strand Lighting in Spain, with an opened up Cantata F



Michael Jukes, Managing Director, Strand Lighting Europe, addresses the conference.



Magnus Derback, of Cine Sweden, our agents in Sweden, gives Cantata a penetrating examination.



Mark Satchell of Light Relief, Cardiff looks very happy with Cantata.



Eike Hoebbel, of Strands German company checks Cantatas revolving gate assembly.



Pat Walsh, Strands Dublin agent (L) Nat Lassinger who represents us in Israel (c) and Tony Brown of Strand discuss our new 'Action' memory system.



We believe they have designs on Cantata! David Hersey(L) and Francis Reid(R) Lighting Designers both.



And finally on stage, four Ladies from Liverpool to test the Lighting. The group are called for no discernable reason, "P.L.C."

Strand Filters . . . see page 6

"Its time there was a new force in the colour and diffusion filter business." Well, now Strand, the oldest company in the business has taken centre stage with three new and revised filter ranges - Cinelux, Chromoid and New Cinemoid.

Special Offer to Strandlight Readers.

As you know, we don't give a great deal away. I can remember that when I joined the company Strand catalogues were so hard to get that their acquisition was set as an initiative test to RADA students by Francis Reid who conducted the lighting lectures at that august establishment.

Well, now any reader may have, simply by asking, the two swatch books that cover the entire Strand Filter range. Better write in quickly - it may not happen again. See the articles by David Brooks and Camilla Aitchison for the full filter story. (Strand Filters are not available in North America).

Lekos Have Landed. see page 6

For years the Leko has been America's leading spotlight, now Lekos have been adapted to meet U.K. and European requirements and the most popular units are available as regular Strand products.

Punchlite

We covered these vastly improved parcans very thoroughly in our issue of Spring '87. Robert Luff, our South London dealers, were good enough to celebrate Bristol by ordering a whole clutch of these, plus 200 Lekos, for their hire stock on the last day of the conference.

Quartzcolor Kits

Mike Collier, the Quartzcolor marketing supremo, stood before an impressive range of kit from our Roman factory, among which I spied the elegant black cases that contain the itinerant lighting man's best friends - his redhead and blonde - kits, that is.

Showchangers.

Again, Strandlight readers are familiar with these whirling dervishes of stage and studio. Well, PAR lamps did a searchlight tattoo one minute and suddenly all concentrated on a lone figure on stage the next.

And during the final burst of song and dance provided by four young Liverpool ladies who call themselves "PLC" they got up to some most tempting movements. The lights, that is, although, on reflection . . .