

Lexus, LFA Supercar Launch, Belgium

Lexus chose the fashionable Brussels venue, Square, for their launch and exhibit of the LFA supercar. According to the Lexus website, 'since 2000, a dedicated team of designers have been quietly pushing back the boundaries of automotive engineering. Their goal, to produce a genuine world-class supercar. The Lexus LFA is the long-awaited fruit of their labours. Top Gear magazine has said "it might just be the greatest Japanese car ever built".'

The concept behind the display was to use creative projection to highlight the futuristic design of the LFA. In order to achieve this, Stage Technologies was asked to provide an automation system to lift a pivoting projection screen and to traverse an additional two pairs of projection screens. Three BigTow winches were used, controlled by an Acrobat desk.

As part of the hire service, a training class was conducted prior to the event for the operating rigger who had not used Stage Technologies equipment previously. Telephone support was offered to give extra peace of mind to the organisers but was not required as both live performances went off without a hitch.

- Acrobat control desk
- 3 BigTow winches

Location: Brussels, Belgium
Date started: February 2010
Date completed: February 2010

www.lexus.com

