



VARI***LITE**

VARI-LITE VLZ RANGE ILLUMINATES EGYPTIAN PHARAOHS PARADE

Cairo, Egypt - An historic procession of Egypt's mummified ancient rulers through the streets of Cairo took place in April 2021, as they were transported from the Egyptian Museum to the new National Museum of Egyptian Civilisation, a journey of around 5km.

Called The Pharaohs' Golden Parade, it was a moment of national pride and spectacle, with tight security and magnificent array of costume, street decoration and lighting. It was organized by The Ministry of Tourism and Antiquities and events organization, Media Hub.

The event's technical production team approached Hamed Arafa of rental house Hi-Lights Group - a Vari-Lite and Strand distributor in Egypt - who proposed Vari-Lite VLZ PROFILE and VLZ WASH luminaries to bring light and color to the visual spectacle.

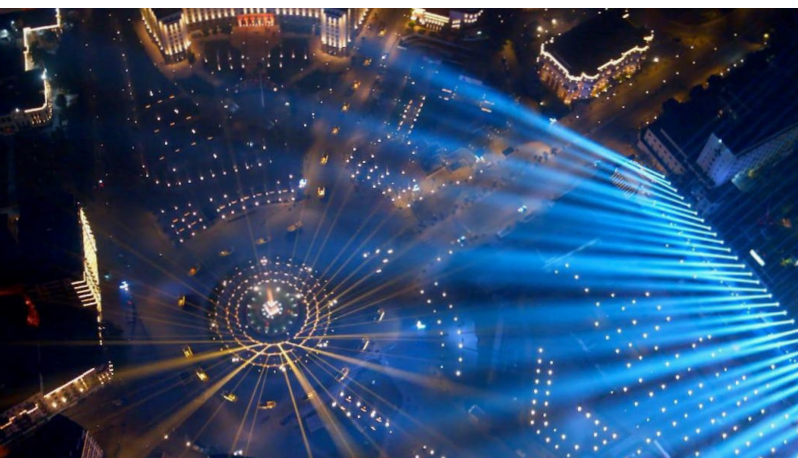
"Using Vari-Lite products for this culturally significant task was our only recommendation," says Hamed Arafa. "For the huge productions that we helped to deliver, we knew that Vari-Lite produces the quality of light we wanted. The VLZ PROFILE and VLZ WASH offer the latest high output LED sources and use unbeatable advancements in quality, zoom lenses and shutter technology." The Hi-Lite's team collaborated with lighting designers Ahmed Al Morsi and Mazen El Moutagwel, for the main part of the parade's lighting.

The team used the high-output VLZ range to light the Hatshepsut Temple, The Sphinx and The Great Pyramids for the promo shots of the Pharaohs' Golden Parade. At Tahrir Square and along the entire length of the procession, more VLZ PROFILE, VLZ WASH and VL10 luminaires were deployed. In the same square, Vari-Lite SL BAR 640, SL WASH 350 and SL PUNCHLITE 220 luminaires were used to light the passage of the mummies. SL PUNCHLITE 220 luminaires were also used indoors for the elegant interior, lighting towering walls, prominent statues, and the focal stage area.

The entire procession was broadcast live on Egyptian television to a huge viewing audience, as the 40-minute journey escorted the Pharaohs in individual chariots through crowds of onlookers to their new resting place. Leading the parade was Seqenenre Tao, a ruler of the Theban region of Egypt in the Seventeenth Dynasty, some 1,600 years ago.

"What I find most impressive about Vari-Lite technology is its user-friendly design," Arafa explains. "Our team is well-versed when it comes to operating massive projects, but with the glorious quality Vari-Lite provides, we know we can achieve optimum results every time. Each of the fixtures we chose enabled us to deliver beyond expectations. Ultimately, Vari-Lite produces the kind of products that help our clients trust us with their vision."

Learn more about the benefits of Signify's different entertainment lighting offerings by visiting the pages of [Vari-Lite](#), [Strand](#) and [Zero 88](#). ■



PRODUCTS FEATURED:

- VLZ WASH
- VLZ PROFILE
- SL BAR 640
- SL WASH 350
- SL PUNCHLITE 220

LIGHTING DESIGNERS:

- AHMED AL MORSI
- MAZEN EI MOUTAGOWEL

INTERVIEWEES:

- HAMED ARAFA, HI-LIGHTS GROUP

PHOTO CREDITS: © HI-LIGHTS GROUP

LIGHTING APPLICATION: OTHER