

8.7.2019

John & Jane Set the Robe Style

John & Jane is a premium event design and production company based in Ruiselede in the western Flanders region of Belgium. Founded in 2009, it is run by Nico Laniere and Katrien Vermeire who provide the very best boutique live event and brand related experiences - large and small - from concept to completion.

In addition to the healthy crop of ongoing corporates and brand activations, John & Jane also supply technical production to a selection of more alternative and unique summer festivals, and this work prompted their most recent purchases of Robe - 36 x MegaPointes, 48 x LEDBeam 150s and then another 22 x MegaPointes.

The operation includes a technical production / scenic company, Delta Rent which works alongside and independent from John & Jane as required. They have been a steady investor in Robe moving lights right from the start, in tune with their aspirations of supplying the very best and most innovative technology and services for their clients.

A first impression of the John & Jane credo can be gleaned from the immaculately crafted ampersand logo which connects the two interlocking Js. It is a good indicator of the flair, style, quality and detail of the service that the company strives to deliver to its varied client base, both across Benelux and internationally.

All technical disciplines are offered - lighting, sound and video, rigging, set staging and decor as well as project management and design.

These joined their earlier purchases of Robe LEDWash 300s, MMX Spots and Pointes.

Nico has always loved lights and lighting, and this was one of his many motivations for founding the company a decade ago - for the way lighting can change, enhance and make an environment and get people engaged.

He was initially drawn to Robe when the LEDWash series was launched in 2010. While it wasn't the first LED wash lighting on the market, this hugely successful product was substantially more advanced than any of the other 'first generation' LED wash options.

Nico liked the fixture as well as Robe's 'smaller, brighter, lighter' philosophy which has been applied to their product development for at least a decade - long before it became a 'bandwagon' item.

He also commented that the service and support he enjoys from Robe's Benelux distributor Controllux is "excellent".

The new MegaPointes and LEDBeam 150s have been in use constantly since arriving.

This included a series of summer beach festivals for which they will be used again this year including WECANDANCE - a food and fashion extravaganza with different music across four stages on the beach at Zeebrugge. John & Jane provided the full production for all these stages.

“Robe is a premium brand, however I was happy to pay the price for the quality and reliability, and it’s a decision that has proved a smart investment over the years” states Nico, adding that he means this for the creativity Robe brings to the equation and being in keeping with John & Jane’s specific brand image and commitment to excellence.

He adds that “the fixtures are all very bright and versatile” and that Robe is now a universally popular choice of moving lights with the LDs.

Apart from that, the low power consumption - another feature in which Robe has invested time and R’n’D for some years - has been another winner in as events are under pressure to be as carbon-conscious as possible.

The LEDBeam 150s are used for all sorts of applications including for lighting tables at gala dinners, a big task their crews can now do quicker, more effectively and with a lot less fuss using a mix of LEDBeams and LEDWashes.

The Pointes and MegaPointes are great for lighting stages for bands, DJs and other live entertainment. Having seen Robe grow over time, Nico is very positive about how the brand has developed and its position as a market leader today.

