

DECEMBER 2020

Keeping an audience captivated

Avolites powers the integration Lighting Designer Rane Renshaw requires for an ever changing vibrant scene at leading Las Vegas nightclub OMNIA.

At the very early age of eight years old, Rane was already interested in production. Growing up in Texas at a time when production was becoming increasingly mainstream in megachurches, Rane became involved as a volunteer technician and quickly connected with the technology, becoming a programmer in record time. He graduated with a BFA Lighting Design at Carnegie Mellon University in 2015. While at university, he worked at a nightclub in Pittsburgh during the weekends, which in turn lead him to work at the immense Las Vegas Omnia Nightclub located in Caeser's Palace. His work at one of the most vibrant nightclubs in the world has pushed the limits of lighting design, and he uses Avolites visual control solutions to power his cutting-edge lighting technique.

One of Rane's greatest challenges has always been to put on a different show every night. With a revolving roster of talent and a different crowd, how do you give yourself the tools to create a highly energetic show regardless of whether the music is house, hip hop, or any other genre?

"I quickly discovered Avolites, finding that the brand's solutions can take an existing design and implement different tools that allow to play around with them to make a room look completely different every night," he says.

Using Avolites Sapphire Touch, with its flexible Titan software, Rane programmes only what he needs and places it anywhere he wants. The number of faders as well as the numerous playback options allow him to build a session in layers.

"Never was I hitting a button and a whole look would pop up; I would bring up a fader which would control intensity, another would bring up colour, another one texture," he says, speaking in the past tense because the club is currently closed due to Covid-19 restrictions. "Because I could have so much real estate on the console, as the music progressed, I was able to layer in the looks, and bring them back down. Had this been played on a console without that much playback real estate this flexibility would not be possible".

As expected in a nightclub, the video design process occurs along with many other creative processes happening simultaneously in the same room, such as the music, smoke effects, DJ commentary... The console used needs to be able to process and reproduce constantly changing feedback very quickly and without any delays.

To ensure the best delivery, Rane's equipment at Omnia consisted of 8 Robe pointes, 16 Robe 300 spots, 16 Ayrton magic blades and 24 Ayrton magic panels. Surrounding the room are 26 screens featuring multiple video panels, powered by Avolites Ai media servers and a Sapphire console.



There were some challenges to overcome in becoming a resident in such a multi-use space. One was the sheer power consumption that the course requires when underway, another was ensuring that it is adaptable enough to be reasonably future-proofed, something that the Avolites console undeniably helps with. And then To maintain the vibrancy of the club, Rane has always looked to play with architectural designs, also supported by the media servers. “I remember a time when we played around with images. The host team would send me pictures of guests 10 minutes before they arrived at the door. I was then able to upload it to the server via Teamviewer from the booth and as the party walked into the club, their face would be across every screen of the venue. That seemed like magic to everyone!” he recalls.

“Depending on what software the DJ is using, we can now link the console directly into the CD players and pull tempo, wave forms and track information and then assign effects to be mapped to the speed of those beats/min. This allows integration to go one step further,” he says.

Couple that with the creative tools that Avolites offers and, when — hopefully soon — OMNIA opens its doors again, the results will keep the thousands of clubbers that pack out its 75,000 square feet every week vibrant, happy, and not a little impressed at the dazzling show around them.



Rane partnered with Avolites at the 2020 NAMM show to demo the PIONEER DJ PRO DJ LINK Feature Set released in Titan v13 earlier this year. Most recently, he has also been involved in other projects including LimeLightWired, an online blog to give industry professionals access to resources.