



# Avolites: The Tool of Choice for PYTCH Studios

2020 was a year of global change and uncertainty, which saw the live events industry rapidly have to adapt to a new normal when live events became impossible to host. In an attempt to survive these uncertain times and keep its staff and customers safe, PYTCH sought to explore new opportunities in the corporate AV sector, expanding its existing lot to encompass a new set of state-of-the-art studios. Using the Avolites Tiger Touch desk has benefited the team at PYTCH as it has enabled them to move seamlessly between these two worlds.

The corporate work that PYTCH carries out varies from pieces recorded at its studios to live events, hybrid conferences and AGMs. These hybrid events put the equipment to the test as lighting often looks distinctly different on-camera versus in-person. This means that lighting for these events can at times become more experimental, allowing LDs to explore different lighting possibilities.

“You’ve now got this other way of expressing lighting creation,” says Johnny Palmer, Founder and Director, PYTCH. “Aberrations of camera lenses can form part of the show. That in itself is interesting, it gets more artistic and more nuanced. I love it personally.”

These hybrid events have become more and more common throughout 2021, with traditional live events also making a comeback.

This has given the team at PYTCH many new opportunities to put their skills to the test with new and exciting installations and lighting experiences.

“We love doing projects like the Westonbirt Christmas Trail and the Clifton Suspension Bridge; the stuff that lets our technicians really play with what they’re doing and really push the desks and what equipment we’ve got,” says Chelsea Hopkins, PR and Marketing Manager, PYTCH.

One of the key projects from 2021 saw the team light the Clifton Suspension Bridge in Bristol. The project was designed to boost morale for the city in the pandemic, with a public vote being held to decide on the colour to light the bridge in.

The project was an exercise in precision and time management with lighting sequences being required to start at the same time as a separate button was pushed as a part of the show. The project also required speed and efficiency as the project had to be set up at 7am, lit at 7.30pm, and then dismantled at 3am. For a project this time sensitive, having the best kit for the job is imperative.

This need for reliability, function, and flexibility is precisely what first led to PYTCH forging a long-standing relationship with Avolites consoles. This started with the Pearl Tiger which has led on to the Tiger Touch II which can be found in multiple studios across the premises as well as out on the road.

According to the team at PYTCH Avolites consoles offer a level of ease and flexibility like no other allowing them to focus on lighting their productions to the highest standard and giving them the opportunity to focus on communicating messages and sharing experiences.

“Our LD loves the flexibility of it,” says Hopkins. “Also, it’s not massive; it’s easy to move around, it’s easy to take with you. It has all the capabilities and it just works for everything we need it to.”