

*One call to PRG takes care of all your lighting needs.*



## **SPRING 2009 MERCEDES-BENZ FASHION WEEK FOR IMG**

photos by Brady Hislop for IMCD Lighting

**The Challenge:** Anticipate the unexpected at New York's premiere fashion event.

### **The Solution:**

Mercedes-Benz Fashion Week for IMG at the legendary Bryant Park is a huge project, with many fast-moving parts. "I need to know I'll have the resources to solve problems and handle changes at a moment's notice," says Joe Saint, president of IMCD Lighting, contractor for the Bryant Park venues known as The Tent and The Lobby. "That's why my first call is always to PRG."

Runway shows in The Tent are presented independently by almost two dozen high-visibility clients, such as Tommy Hilfiger, Diane Von Furstenburg and *Project Runway*. "Everyone is looking for maximum impact and their needs are constantly changing," notes Saint.

To get a head start, he orders a basic package of lights, rigging, dimmers, control, cable and consumables for the runway and

another package of gear to light The Lobby and all the corporate sponsors' booths. Custom orders can easily double the amount of needed equipment. "Those requests often come in at the last minute, so I call on Chris Daly, our PRG account executive, to work his magic," says Saint.

Top designers also ask IMCD to light their shows at other New York Fashion Week venues outside of Bryant Park. Recently Marc Jacobs asked Saint to supply 32 follow spots for an event scheduled to load-in three days later at the New York Armory. "It was the most follow spots I've ever seen used in a show," recalls Saint. "I could say yes to the client because I knew I could count on PRG."