

## STUDIO-SERVICE BACHT REFITS AN AUTOMOBILE STUDIO IN JAPAN

by Jutta Paaßen

# MADE FOR JAPAN

The renowned Nihon Design Centre has chosen Studio-Service Bacht to refit its car studio. In so doing, it selected a studio fitter that is able to supply the required large dimensioned lighting equipment and a suitable ceiling rail system. As an independent all round company Studio-Service Bacht, a specialist with planning know how, conducted the design, production, supply and onsite installation of the high end Japanese studio.



The first test-shooting in the newly fitted high-tech photo studio began on time at the end of May 2004. The highlight of course was primarily the illumination of the car scene using both of the two new large format Bacht space lights with the dimensions 10 m x 5 m and 5 m x 3 m, which have a flash power of 90.000 J and 30.000 J respectively. Christoph Bacht, manager of the Studio-Service Bacht GmbH in Essen, was himself once again onsite in Japan for the last installations, inspection and naturally for the following test run of the studio equipment. He contently summarized the successful progress of the long distance Essen/Tokyo project: "The execution of this contract was not only product wise quite a challenge but naturally also as regards to the organisation and logistics. After all, within a tight schedule of just under 4 months we not only made the high-tech system for the car studio but also had to have approx. 3.5 t of materials sent to Japan in three deliveries. We then had to install the equipment with several technicians."

### TOKYOTER NIHON DESIGN CENTRE RELIES ON AN INDEPENDENT ALL ROUND COMPANY

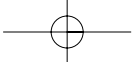
The decisive factor for awarding the contract to Studio-Service Bacht was the specific offer to independently conduct a combination of services: Bacht is the only manufacturer to offer the perfect combination of large format space lights, appropriate ceiling mounted rail systems and, utterly unrivalled, suitable motor driven systems to control the light units. Furthermore, the studio specialist's planning skills and the onsite installation were important criteria for the Nihon Design Centre, which is exclusively engaged in photo productions. Before selecting a contractor, a thorough market research had taken place. In 2002, given that Bacht products were already known especially in connection with the large space lights designed for the car studio

ASATSU in Germany, a group of agents and photographers visited a number of (car) photo studios between the Ruhr Area and Munich on a tour organised by Bacht. The live impression of the application and possibilities of Bacht's studio equipment was apparently very convincing. At a subsequent meeting during the photokina 2002 the Japanese dealer Nihon Siber Hegner presented layout plans with the client's initial requirements on the fittings.

### THE BACHT TEAM ONSITE

In November 2002 Christoph Bacht set off on his trip to Japan, to view the studio onsite and to present his future client with an animated CD-Rom depicting how the car studio would look and function after completion. Leading up to the final awarding of the contract in February 2004 the Japanese kept the Bacht team on the go for months with numerous questions on technical details: "In the run-up we even completed, as the client requested, additional detailed technical drawings. They exactly documented all the details ranging from the mounting of the ceiling rails to the attachment of the





cables to the ceiling lamps. The contracted Health & Safety firm was then able to determine whether the installation would apply to the stringent internal company safety standards. With the help of the detailed drawings the Japanese team was then able to start work on the first stage of the installation". In mid May 2004 on completion of the first stage, Bacht technicians then travelled themselves to Japan to inspect the mounted rails and to install the whole of the lighting equipment as well as cable up all the units. "Given the size of the lighting system it would have been quite a risk not to have the fitting done by our technicians, who are very familiar with the system" emphasizes Christoph Bacht. "Moreover, we were able to instruct

the Japanese team so that they could carry out later maintenance and follow up installations by themselves."

#### **SINGULARLY ADJUSTABLE LIGHT MODULES**

The 27 m x 18 m large photo studio, which once contained two heavy diffusion screens that were moved up and down by two large gantry cranes controlled by cords, is now completely fitted out with the Techno-profil ceiling rail system. Height, inclination and angle of the two newly installed 50 m<sup>2</sup> and 15 m<sup>2</sup> space lights are adjusted by mobile motor driven live rings. The control positioning of the light system and the twenty Broncolor generators with 120,00 J total Power as well

as the space lights is done from the ground using MAC radio/cable technology.

An ideal solution for applications in car photography is the division of the large space lights into 6 and respectively 4 individually adjustable light segments, which are fitted with 30 and 10 light modules respectively.

The separately adjustable segments create, when setting the lighting, numerous light variations ranging from bright to dark and enable subtle tone shading. Two further ground diffusion screens 12 x 3 m and 6 x 3 m in size supplement the well equipped, new, state of the art studio that is currently likely to be an absolute highlight of the Japanese car studio scene.

