Press release

**Nostalgia in a new light – Cameo at the Love the 90s Festival in Valencia**

**Neu-Anspach, Germany – August 14, 2025 – At the end of May, Valencia became a time machine: at the “Love the 90s” festival, the open-air area in front of the iconic Museu de les Ciències was transformed into a vibrant 90s party with acts such as Snow, 2 Unlimited, La Bouche, and DJ Sashe! The 90s legends were accompanied by a spectacular light show by the Spanish creative studio Experiencias Visuales, for which the lighting designer responsible, Edu Valverde, relied on more than 200 Cameo lights.**

Edu Valverde, who has been responsible for the visual concept of the festival since 2017, once again focused on an impressive, geometrically clear stage design with large-scale set elements: “The stage should look like a monolithic structure and also serve as a projection surface for the LED videos.” A key design challenge was the seamless transition from bright daylight to darkness in the evening – an aspect that placed high demands on the flexibility and luminosity of the lights used.

**Versatile light for all phases of the festival**

For the realisation, the team used three different Cameo fixture types tailored to the different lighting requirements during the day and at night. The PIXBAR 400 IP G2 LED bars were used as continuous lines of light along the white set elements and provided clearly visible accents from the early afternoon onwards – even in full sunlight. “We started at full performance capacity,” explains Edu Valverde. “Then we gradually dimmed down to 10 per cent as soon as dawn broke and the skies darkened.”

For Edu Valverde, the ZENIT W600 has long been more than just a technical tool, but an “old friend” that he has already used to realise numerous major projects. For the “Love the 90s” festival, the lighting designer relied on the tried-and-tested outdoor LED wash lights to flexibly illuminate both the architecture of the gigantic stage and the adjacent areas. The OTOS W12 IP65 wash moving heads, on the other hand, were used for the first time: “We were thoroughly impressed from the first test to the show,” comments Edu Valverde. “Thanks to its zoom levels, the W12 is ideal for both wide-area lighting and creative effects.”

**Much more than nostalgia**

Even though “Love the 90s” focuses on memories, the technical set-up is ultra-modern and meticulously planned. The entire pre-production process took several months and was implemented early on with 3D visualisations. “Shows like this are very complex, so every element has to be perfectly coordinated," emphasises Valverde. It’s clear to him that the Cameo lights play a key role here: “They are robust, efficient, and versatile – exactly what you need at an open-air festival.”

The Cameo lights were supplied by the Spanish rental service provider Fluge Audiovisuales.

#Cameo #ForLumenBeings #Event #EventTech #ExperienceEventTechnology

**Further information:**

[lovethe90svalencia.sharemusic.es](https://lovethe90svalencia.sharemusic.es/)

[experienciasvisuales.com](https://experienciasvisuales.com/wordpress-EV/)

[fluge.es](https://fluge.es/en/home/)

[cameolight.com](https://www.cameolight.com/)

[adamhall.com](http://www.adamhall.com/)

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