

Wildfire Lighting and Visual Effects Take Phoenix's New Club Palazzo from Wedding Days into Disco Nights

LOS ANGELES, Calif. and PHOENIX, Az. /Send2Press Newswire/ – Wildfire Lighting and Visual Effects (www.wildfirefx.com), a world leader in the creation of ultraviolet visual effects for themed architectural and entertainment based venues, today announced that they will provide UV sensitive dual- image scenic art and high powered UV lighting fixtures for world renowned designer Steven Rodgers' new club Palazzo, Phoenix's premiere wedding spot and now hottest nightclub.



Send2Press® Newswire

Caption: Wildfire Lighting and Visual Effects transform the Palazzo from day into night.

It's a real honor to work with Steven Rodgers," said John Berardi, Vice President of Wildfire Lighting and Visual Effects. "The challenge of creating a totally transformative effect for Palazzo, and being given the opportunity to make the club a truly versatile space that can host elegant weddings or corporate events by day, and become a hot discotheque by night is really thrilling because it's allowed us to work on a three dimensional plane for the first time."

"We incorporated our scenic elements into the statues and faux finishes that

were already in the room and brought scenic elements like moonlight into the actual club, so that visitors are not only looking at the effects, but are surrounded by them. Using Wildfire's scenic images which are only visible under black light, and high intensity black light fixtures, Palazzo is able to transform completely, literally with the flick of a switch."

Steven Rodger's Palazzo is located at 710 North Central Avenue in Phoenix, Arizona.

Since 1989, Wildfire Lighting and Visual Effects has been providing the entertainment industry with the highest quality ultraviolet lighting fixtures, special effects paints, creative materials, and scenic art for the creation of stunning ultraviolet visual effects. Wildfire's special magic of light and color can be seen at attractions around the world including Caesar's Palace, the Luxor Hotel and Casino, Sea World, Universal Studios and Walt Disney attractions on three continents.

For more information on Wildfire please visit: www.wildfirefx.com

News issued by: Wildfire Lighting and Visual Effects

#

Original Story ID: (162) :: 2005-03-0314-001

Original Keywords: Wildfire Lighting and Visual Effects, wildfirefx, Phoenix, Club Palazzo, John Berardi, Steven Rodgers, ultraviolet lighting fixtures, special effects paints, creative materials, scenic art, Arizona newswire, disco, hospitality Wildfire Lighting and Visual Effects