



Artistic Licence to be acquired by Robe Lighting



See us at PLASA

4 - 6 Sept 2022, London Olympia

Stand D15 & C20

Artistic Licence (AL), the lighting controls specialist founded by Wayne Howell in 1988, is to be acquired by Robe Lighting.

AL focuses on the design and manufacture of products for the architectural lighting and entertainment technology industries. The company's CEO, Wayne Howell — inventor of the Art-Net lighting protocol and recipient of the 2017 Gottelier award — has ensured the longevity of the business through innovation and adaptability. As a result, the company is highly regarded as a solutions provider for the more technically demanding installations, with a broad product range at the leading edge of technology.

Robe needs no introduction. As a global leader in moving light design and manufacture, the company embraces innovation, quality engineering and dedication to the very highest production values.

Wayne Howell explains the background to the acquisition.

“Artistic Licence was born out of my passion for designing and inventing. Over the years we have expanded and diversified our range, and it is now in a form that I am confident will serve the control infrastructure market for many years to come.

With the company in a stable and profitable position, it seemed like the ideal time to move onto the next phase of my career. My enthusiasm for inventing has never

diminished, and I wanted to have the time to explore new designs and consultancy projects.

That said, I will be staying on as a co-director of Artistic Licence. The company's USP is its technical credibility, and Robe are obviously keen to preserve that reputation."

Robe's global CEO, Josef Valchar, sums up the match as he sees it.

"I have known and respected Wayne for many years, so when we heard that things might be changing at Artistic Licence, our interest was piqued.

Robe is of course known for moving lights, but lighting technology is interconnected. Time and time again, we find ourselves troubleshooting problems that are nothing to do with our fixtures, but instead related to a bad splitter or faulty network data somewhere upstream.

By having control over the infrastructure, we can present our customers with a superior solution that enhances the reliability of the installation."

Robe and Artistic Licence are both companies with a proud history of independence and private ownership. We are committed to innovation and quality, and only manufacture in Europe/UK. With these shared fundamental values, we are looking forward to a dynamic and productive ongoing business relationship."



FIND OUT MORE ON STAND D15 & C20

ABOUT US

Established in 1988, Artistic Licence specialises in lighting control, with a broad range of products that are all designed and manufactured in the UK. We also develop OEM technology for clients worldwide.

For project work, our expertise enables us to offer custom-build solutions where no off-the-shelf product would be suitable. We routinely work with all the open lighting protocols, including Art-Net (which we invented), sACN, DMX512, RDM and DALI. From stadium rock to sculptural art, and municipal works to designer hotels, we offer an eclectic and international outlook.

Artistic Licence
The Mould Making Workshop
Soby Mews
Bovey Tracey
TQ13 9JG, UK

www.ArtisticLicence.com
sales@artisticlicence.com



+44 (0)20 8863 4515

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