



Photo courtesy of NYCDA

PROJECT SNAPSHOT

Project Name:	QolorFLEX Quad Chip LED Tape and Accessories in the Marquee Lettering for NYC Dance Alliance Tour
Location(s):	West New York, New Jersey, and Tour
Completion Date:	January 2024
Client:	NYC Dance Alliance
Production Manager:	John Latona, Jr. (NYCDA)
Lighting Design/Fabrication:	StoneDog Studios
Project Lead:	Quinn Stone, Owner (StoneDog)
Project Manager:	Kate Eggleston, PM (StoneDog)
City Theatrical Solution(s):	QolorFLEX Quad Chip LED Tape, RGBWW , 13 reels QolorFLEX 24x3A Dimmer , 1 unit Meanwell Power Supply , 1 unit

NYCDA
New York City Dance Alliance

Incorporated in 1993, [New York City Dance Alliance](#) was founded by Executive Director, Joe Lanteri, to create a dance convention with

a cutting edge point of view, from the dance capital of the world, New York City. NYCDA has remained in the forefront of the dance convention industry for over seventeen years. Follow [NYCDA on instagram](#).

Q&A WITH QUINN STONE, OWNER, STONEDOG STUDIOS:

City Theatrical (CT): What was the vision for this design?

Quinn Stone (QS): NYC Dance Alliance needed a replacement on stage signage for touring. It's a very active organization. John Latona Jr., Production Manager for NYCDA, sent us drafting for the project. He's wonderful to work with! John and the team were looking for a better solution and cleaner design for their touring sign. This is where we shine at StoneDog, with creative solutions! We selected the [QolorFLEX Quad Chip RGBWW LED Tape](#) for its superior color control and the ability to color mix.

CT: How was the QolorFLEX Quad Chip RGBWW LED Tape installed?

QS: The QolorFLEX LED tape was installed on the inside backing of each letter. The facing was a milk plexiglass, which did a lovely job of diffusing the light. The dimming control is provided by one QolorFLEX 24x3A Dimmer, and power is from one Meanwell Power Supply unit.



Photos courtesy of StoneDog Studios

CT: Why was QolorFLEX the right solution for this project?

QS: This particular project needed the option for color changing and mixing for different performances and photo opportunities. QolorFLEX Quad Chip LED Tape is very easy to use, and always wonderful - very "plug and play". It was the perfect solution.

CT: What was it like to work with QolorFLEX?

QS: QolorFLEX LED Tape is a tried-and-true product line. I have worked with City Theatrical's QolorFLEX LED lighting products for many years and is always my first choice for quality and reliability, as well as the great customer service that City Theatrical provides.

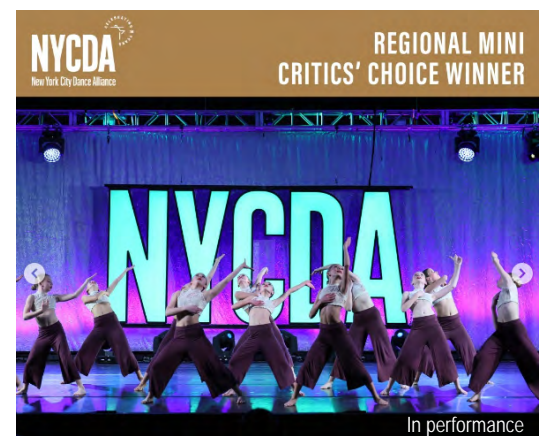
For more information, follow [StoneDog Studios on Instagram](#).



In progress

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- Quinn Stone, Owner, StoneDog Studios



In performance