



1. Chris Hawkes of Solution One Audio with Funktion One products, which he distributes in France. 2. Clay Paky Sales Manager Emilio Cornelli . 3. Cedric Leprince and Sebastien Clement of Arch Technology. 4. Philippe Depaul and Romain Vet of Sennheiser. 5. Melanie Mateo of Kinesik. 6. Christian Lorenzi of DuShow. 7. Philippe Martin of D-View with daughter Renata Dancale. 8. Richard Schafer and Norbert Stangl of Laserworld. 9. Christian Paillard of Alterlite with Maarten Engels of Visual Productions.

# MICS

## MONTE-CARLO

Now in its third year, the Monaco International Clubbing Show (MICS) is one of the few exhibitions serving the international clubbing scene.

Aiming to attract the main decision makers of the clubbing world, MICS covers every element from beverages and bar equipment to new technologies, design, audio and lighting.

While drinks companies dominate; audio and lighting suppliers take up a small fraction of the floor space and of the companies listed online as exhibiting an even smaller percentage were actually present on the day. Organisers will need to put together a more attractive package to encourage those in the technology sector to exhibit next year it would seem.

Of those that did take part, the majority seemed pleased with the results. Clay Paky won 'Best Product Innovation 2012' during the show and Sales Manager Emilio Cornelli told **mondo\*dr**: "If you want to get into the clubbing industry there really isn't much choice anymore and MICS has given us a perfect platform to highlight some of our more club specific lines.

"This year's show also appears to be busier and the organisers seem to have made a real effort to get the right people here and this is key to the longevity of the show."

While decision makers from 100 international clubs were invited to attend this year's show, official visitor numbers of almost 10,000 seem a little ambitious in my opinion as it was a small show and the aisles weren't exactly bursting at the seams with visitors. However, MICS definitely had a buzz about it and if you are involved in the clubbing industry it is clear to see how MICS is worth taking the time out to walk around.

While the technical side of the business could have been represented stronger, there is no reason why this cannot be improved on moving forward as I can see some real benefits to exhibiting at MICS. Whether the audio and lighting industry get behind a show that is ultimately servicing a declining market is another thing. **MICS 2013 will take place at the Grimaldi Forum in Monte-Carlo, Monaco.**  
**For more info go to: [www.monaco-international-clubbing-show.net](http://www.monaco-international-clubbing-show.net)**