



Disney West End

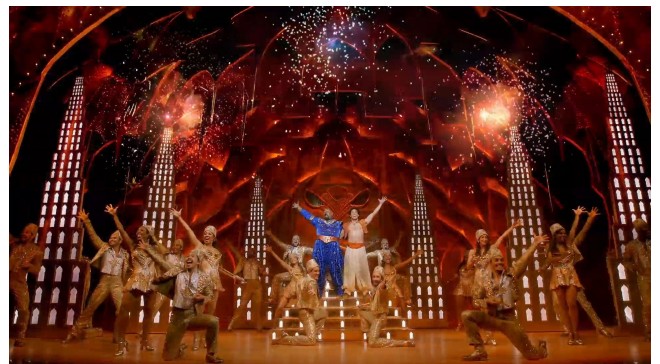
All Photos by Deen Van Meer



When the highly anticipated Disney musical [Aladdin](#) was brought to theatrical life at Broadway's New Amsterdam Theater back on March 20, 2014 in New York City. City Theatrical was called onto supply [SHoW DMX Neo Wireless DMX](#), [LED Dimmers](#), [Top Hats](#), [wide range of other lighting accessories](#).

The set had many movable pieces involving special effects. [Aladdin's](#) Production Electrician, Jimmy Maloney, gave us his experience working with our gear: "In addition to the hundreds of City Theatrical [Source 4 top hats](#), [pattern holders](#), [Safer Sidearms™](#) and the [custom](#) moving light top hats for our Martin Viper washes and the miles of [Blacktak™](#) used throughout the rig, here at Aladdin we have over 30 different pieces of City Theatrical [wireless DMX](#) gear, from first generation Show DMX to [SHoW DMX Neo's](#) to [D2 & D4 Dimmers](#), and in almost three years of virtually flawless operation we haven't had to repair or replace a single piece of wireless DMX equipment."

Now that Aladdin has taken the trip over to London's West End, the mission was to recreate the famous Broadway set that has drawn over a million people since 2014. [City Theatrical](#) was there to provide gear overseas once again on the London stage. Aladdin found its ideal home in Cameron Mackintosh's Prince Edward Theater. The crew at the Prince Edward Theater were ready to take on the same special effects and scenery changes that made the Broadway production of Aladdin a huge success.



Disney's Broadway star Aladdin Adam Jacob and James Monroe Iglehart. Photo by Deen Van Meer.

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We spoke with senior Production Electrician, Ian Moulds. Ian told us his experience working with [City Theatrical](#) gear on the West End production: "Well, what can I say about City Theatrical's [wireless](#) apart from the fact it does everything you want it to do," Ian stated. He talked about how all the [wireless DMX](#) was incorporated into the Aladdin set. "The [SHoW DMX Neo](#) went into multiple pieces of scenery (35 plus receivers) and never had a problem, never dropped out and always performed. I love the [Show Baby](#) in particular, no fuss and hassle free".

[Aladdin](#) is now playing an open-end run in London's West End. Since Aladdin's debut, the critics are raving that the scenery on stage transports you to an ancient Arabic city.

[City Theatrical](#) has provided the benchmark in wireless DMX systems for architecture and entertainment. Nearly 100% of Broadway and West End shows that use [wireless DMX](#) use [City Theatrical's SHoW DMX Neo](#) as well as large music tours, and permanent installations around the world. Lighting professionals trust City Theatrical and [SHoW DMX Neo](#) for their wireless DMX needs.



Disney's Broadway Aladdin star Adam Jacobs.
Photo by Deen Van Meer



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