

## **Interview with Pasquale Quadri, Clay Paky President**

### **How did Clay Paky first come into contact with Doka?**

It was 1994 and Clay Paky was exhibiting at SIB in Rimini, Italy, at that time one of the most representative fairs for our industry. A young man turned up and suggested the company he worked for, Doka, should become Clay Paky distributor on the Russian market. He was Alexander Fokichev, the current General Manager of Doka.

I clearly remember the impression he made on me when I first saw him: a very serious, professional, smart person, also in the way he dressed. Since we were used to working with the "night life world", he was something quite unusual for us.

### **What exactly did he propose?**

Doka was already a well-established company in Russia at that time. Their target was almost exclusively the theatre market. Fokichev was impressed by the quality of our lights and the innovative nature of our products, especially the moving lights, like the Golden Scan. He therefore proposed a partnership to help us develop on the Russian market. Clay Paky had never had a real distributor in his country. We had only taken part in projects through system integration companies, so we thought it was a good opportunity.

### **Clay Paky mostly produced disco lights at that time. Doka worked in the theatre world. It looked like an impossible union...**

That is true. We started from rather different backgrounds, but we were united by a great enthusiasm to offer something entirely new in a country that had recently emerged from communism and was a potentially huge market. As it turned out our technological development went exactly in that direction, namely towards show lighting for theatres and professional environments.

Our cooperation with Doka set the stage for the use of moving lights in theatrical environments. The first moving lights in big theatres were installed in Russia: I am thinking of the Bolshoi, the Mariinsky and the Alexandrinsky. At first it was really difficult to win over the resistance of the lighting designers, who were accustomed to using traditional lights. It was exciting to see the technological transformation the partnership between Doka and Clay Paky managed to bring about in world theatre.

### **The partnership between Doka and Clay Paky is one of the oldest and best established in the industry. Why is this?**

Doka has always been an ideal partner for Clay Paky, since it is able to present itself on the market with skill and professionalism. Its reputation as a company that only offers high-quality products and projects has increasingly consolidated, so it is the perfect partner to promote our image on a market as important as the Russian one.

Doka were able to master our lights technically right from the word go, to such an extent they were able to replicate the highly sophisticated musical light show we took on tour around the world in their own showrooms. Doka's sound sales organization, its financial stability and its acknowledged professional services did the rest.

**How has the partnership developed over these twenty years?**

We have increasingly boosted our presence on the Russian market by taking part in the most important fairs in the country and the workshops and demos Doka organizes annually.

First Renato Ferrari, then Alberico D'Amato, together with our technical sales engineers, have made countless trips to Russia to support events, take part in demos, and meet industry professionals together with Doka's representatives. The partnership has developed into a very successful cooperation, which has generated increasing sales year after year. At the same time, it has consolidated the image of both companies.

**Are there other things that link Clay Paky to Doka?**

Great friendship and personal respect. Ours is not just a business relationship, but also - and above all - a relationship based on friendship and fair play. Whenever Alexander Fokichev comes to Clay Paky, he always asks to see me in person, both to tackle business issues and simply to say a warm hello.

Alexander, Anatoli and Margarita have always said they love Italy, so much so that Margarita has learnt to speak Italian and Alexander sometimes spends his summer holidays in Italy!