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Introducing Wildfire's All New Website...

- New Design
- New Layout
- New Information
- New Artwork
- New Online Store
- And MORE!

www.WildfireFX.com

Media Mention

November 2008 Issue:

"International Bowling Industry" Magazine

See Article Titled "Theme Song," beginning on page 41.

Report From LDI 2008

In case you missed us at LDI in Vegas this year, allow us to re-cap it for you...

New Product:

We've just launched a new line of UV Laser Paint designed specifically for BlissLight's new UV405 Blacklight Starfield Projector. The projector emits a field of lasers at 405nm, which react to the UV-sensitive Laser Paint, creating a glowing star field effect.

The effect truly is remarkable! All the colors of the spectrum are possible—even a true white (unlike other UV paints).

For more information about the BlissLights UV405, see www.blisslights.com.

Wildfire Laser Paint will be available for purchase beginning in December 2008.

Backdrop:

For our booth backdrop, we reprised a spectacular piece of artwork created by our Creative Director, Kent Mathieu. It first wowed booth visitors in 2006 with its spectacular dual image effect.

You can get a closer look at the piece—and the complete dual image effect—on our website under "Services >> Scenic Services."

Click the link that says "UV Dual Images" for a great slideshow!



With all the lighting from the show, the full effect of the backdrop can't be photographed well. Here is a studio shot under UV lighting.

Wildfire Around LDI:

Rose Brand, who is carrying our Laser Paint, had it on display at their booth.

BlissLights was also there, showing off their new UV405 Starfield Projector using Wildfire Laser Paint.

We also provided the water dye for Pyrotek's Aqua VFX water curtain (see image).

Our model for the day, Irena, walked around the show passing out cards with hidden UV messages that could only be revealed under our booth lights. The "hidden" messages revealed cash and other prizes for booth visitors.

Our grand prize winner was Robert Hagstrom, an Engineer from Lake Elsinore, CA, who won \$500.

On The Web:

Watch our website for a short, "behind-the-scenes" video of Wildfire at LDI 2008! (You'll see the link on the homepage.)



Wildfire UV Lighting contributed to Pyrotek's Aqua VFX glowing water curtain effect.



BlissLights UV405 Blacklight Starfield Projector in action. Wildfire's new Laser Paints add color and dimension.

Newsletter now available in email format only

The Blacklight Blaze has been converted to electronic format only. After receiving so many requests to receive the newsletter via email, we have decided to make the change. As always we ap-

preciate the feedback and look forward to providing you with the kind of articles that you have come to expect from us for years to come. If you know someone who is not yet receiving our newsletter and

would like to, please have them visit:

www.wildfirenewsletter.com to sign up and receive it today!

Happy Holidays from everyone at Wildfire!

The Wildfire Effect...in action!

Monster Mini Golf Aglow With Wild Creatures...

Monster Mini Golf is 18 holes of indoor golf featuring deep, dark, and demented creatures set ablaze with the Wildfire Effect. It's a nation-wide franchise that recently opened a new facility in Fairhaven, MA.

According to Christina Vitagliano, co-founder of Monster Mini Golf, they create their own artwork using Wildfire paints under Wildfire SableLux Black Light Lamps for the brightest possible effect.

"Wildfire paint is the best that's out there!" Vitagliano says. "We use it for all of our important effects. And the lamps make a world of difference. We were so surprised to see how much more UV output we get from Sable-

Lux lamps compared to others on the market."

The photos accompanying this article were taken from the Tampa, FL location.

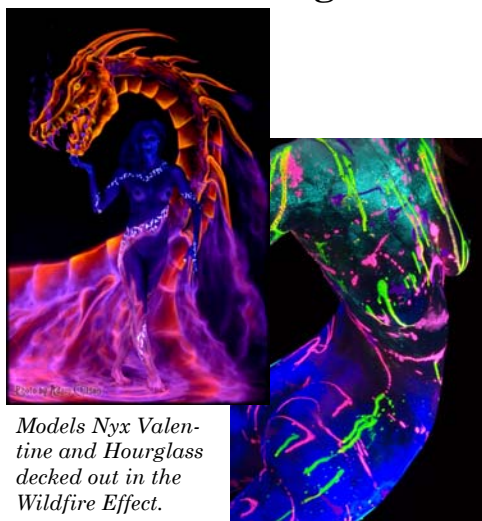
But as Vitagliano says, "The photos just don't do the place justice. The first thing people say when they walk in is 'WOW!' They had no

idea what they were about to see. We call it 'The Wow Factor.'"

Monster Mini Golf will open their 18th facility in Bakersfield, CA in December 2008.



“Back in Blacklight” Workshop Sets Hot, Naked Models On Fire



Models Nyx Valentine and Hourglass decked out in the Wildfire Effect.

Lisa Berczel and Adam Chilson of Long Beach, CA recently hosted “Back in Blacklight,” a black light bodypainting and photography workshop on October 25, 2008.

Lisa and Adam are an established team whose collaborative efforts have created stunning and original black light imagery, such as the photos you see here, which were taken at the recent workshop.

Lisa, a world-renowned bodypainter, has worked on many photo shoots, live runway events, and fine art exhibits.

She says, “The Wildfire pigments were so concentrated they allowed me a great deal of color building and shading control with my airbrush.”

Adam is a master photographer who is known for his command of precisely controlled lighting and set crafting to create boundary-shattering glamour, fetish, and fantasy photography without the use of digital editing or composite work.

Lisa and Adam give regular workshops at D.M. Gremlin Productions studio in Long Beach, CA. Visit www.dm-gremlin.com for more info.

Tales From The Real World: Blacklight For Dummies...

By Jonathan Weisgal

In our constant search for new applications of the Wildfire Effect, we came across what may at first appear to be a dummy of an idea... until we saw the incredible work Rootstein Display Mannequins regularly exhibit.

They are the world's premier mannequin designers, and their exhibits feature spectacular displays of art, lighting, and high fashion, which you can glimpse at www.rootstein.com.

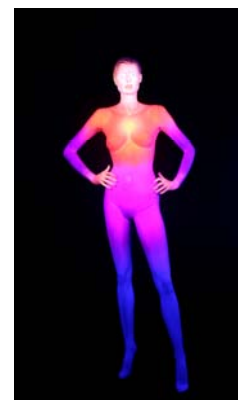
They are working on a black light mannequin series to exhibit at the upcoming Stephen Sprouse retrospective at the Deitch Gallery in New York City beginning January 8, 2009.

(Stephen Sprouse was a well-known fashion designer known for his brightly colored fluorescent designs.)

Until the show begins, however, all those poor mannequins must remain all dressed up, with no place to glow!

To learn more about the upcoming exhibit, visit the Deitch Gallery at www.deitch.com.

We'll keep you updated on all the glowings-on surrounding this ground-breaking event.



Wildfire's "Paint Test Dummy"

Ask The Expert: UV Filters In Moving Lights

By John Berardi



Some manufacturers such as Martin, High End, Elation and others include so-called “UV filters” in some of their moving light fixtures.

The implication is that the UV filter creates a stream of pure UV light. But sadly this just isn't the case, as any experienced lighting designer can attest. Here's why...

Most discharge type lamps do produce a certain amount of UV light. But once the light has passed through

one or more lenses, **the amount of remaining UV light is very small because it's easily filtered out by standard glass lenses.** (You ever try getting a suntan in a greenhouse? It doesn't work!)

The addition of a UV filter lens, which is designed to filter out most normal light, merely serves to produce a deep violet wash of color. It will not produce a true black light effect.

Here's what happens: an ordinary glass lens filters out most energy

waves shorter than 390 nm (the UV range). The UV filter filters out visible light in the 400 nm to 700 nm range. This leaves a narrow range of light at around 400 nm, which is high-energy violet light. (True black light is defined as the range between 400—315 nm.) with 365nm being optimal.

The UV filter effect will cause white shirts to glow, but you won't get the signature “Wildfire Effect.” The manufacturers of these moving lights are making promises they can't deliver, there is no way to cheat a true black light effect.

Send your questions concerning anything UV to questions@wildfirefx.com

Tips on Painting: Surface Preparation

By Kent Mathieu



Just about any surface can be used to create a UV piece of artwork, including muslin, canvas, drywall, vinyl, paneling, masonry, stucco, concrete, plywood, particle board, galvanized metal, PVC pipe, tile, laminate, and more.

The key is to remove all loose flaking

or chalking surfaces by sanding. Sanding can also be used to “rough up” smooth surfaces so the paint adheres better. Be sure the prepared surface is clean of any dirt or debris before priming.

Next, prime all bare surfaces with a good quality flat white water-based primer such as Bulls Eye 1-2-3 by Zinsser or Sierra Griptec by Rus-

soleum. (White is the best primer coat because it will reflect the UV pigment better and create a brighter effect.)

Allow the primer coat to dry completely before starting with the UV paints. Once it's dry, you're ready to begin!

To have a paint-related question addressed here, send it to questions@wildfirefx.com

Fun and Miscellanea...



Introducing Astro the Wonderdog, Wildfire's latest hire. Astro is in charge of the customer complaint department which, fortunately, gets

few calls.

This gives him plenty of time to nap, lick himself, and think up clever words of wisdom like, “Life is like a dogsled team. If you ain't the lead dog, the scenery never changes.”

According to Astro, “They say a dog is a man's best friend. I don't believe it. How many of your friends have you neutered?”

Look Closely...



White Light



Black Light

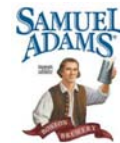
More work from bodypainter Lisa Berczel and photographer Adam Chilson (See article “Back in Blacklight,” p. 2)



Light Bulb Jokes

“How many presidential aids does it take to change president Bush's SableLux lamp?”

A: None they like to keep him in the dark.



Famous Quotes

“If ye love wealth better than liberty, the tranquillity of servitude better than the animating contest of freedom, go home from us in peace. We ask not your counsels or your arms. Crouch down and lick the hands which feed you. May your chains set lightly upon you and may prosperity forget that ye were our countrymen.”

Samuel Adams
(more than just a brewer)

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To Participate:

- If you wish to have a question addressed in a future issue of this newsletter, email questions@wildfirefx.com.
- Send artwork photos and a short bio to contest@wildfirefx.com for a chance to win the UV Featured Artist Contest!
- Send testimonials and feedback to feedback@wildfirefx.com.

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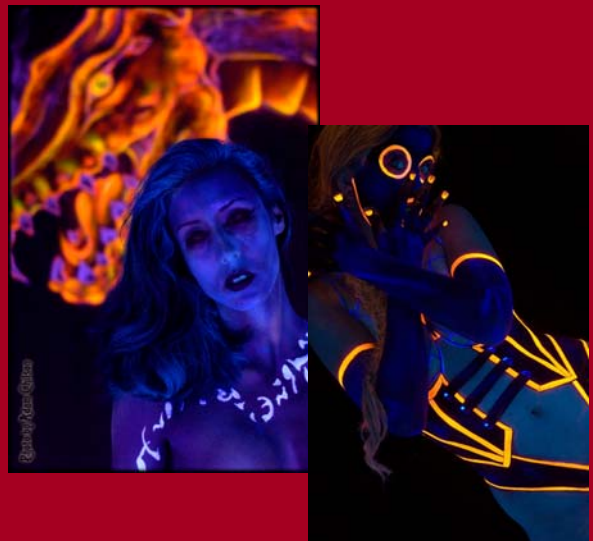
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TO:

Inside This Issue of *The Blacklight Blaze*...

The *only* newsletter devoted to the world of UV (Black Light) Effects!

- Inside Monster Mini Golf's 18 holes of terror! (p. 2)
- Blacklight for Dummies—new application of *Wildfire Effect* leaves us slapping our foreheads! (p. 2)
- The “UV filter” con game. (p. 3)
- Prepping and priming any surface for UV artwork. (p. 3)
- Wildfire's LDI 2008 Report. (p. 1)



“Back To Blacklight:” Blacklight body-painting and photography workshop produces stunning UV images... See p. 2.