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A Heads Up with Florian Schreiter

With Covid-19 lockdowns worldwide and health authorities urging people to self-isolate and practice social distancing on a massive scale as part of an enormous effort to #FlattenTheCurve of this global pandemic ... we are reaching out to industry friends, colleagues, associates, partners, etc., and asking them to share their #StayAtHome and #QuarantineAndChill activities with us during this extraordinary time.

As a lighting designer, lighting director and director of photography with offices in Hamburg and New York, Florian would usually be producing and subsequently running around fifty shows as part of New York Fashion Week.

Currently, it is difficult to enter the USA, most of the shows this season have been cancelled and the rest are without audience and only via live stream, so Florian is currently in Hamburg and not New York!

Luckily, he is in charge of the design and planning of some major sports events in 2022 and international TV formats for this year, so he is not completely without work. Overall, however, the price of cancellation has also been very high for him.

Robe: Where are you right now?

Florian: In Hamburg, Germany.

Robe: How are things emerging from the lockdown in your region / country?

Florian: Major events, my main business, are not taking place at the moment.

Robe: How did you spend your time during lockdown?

Florian: I painted a lot and studied natural light during the lockdown, which was overwhelming, and I have not observed anything like that in my life before!

Unfortunately, the infections have already increased so much that the conditions are like before the lockdown! I have also reduced my costs where possible so that reserves will last longer.

Robe: What are your biggest concerns / considerations as lockdowns ease worldwide?

Florian: I have few reservations in this respect. If we learn the lessons of the pandemic and its consequences, then all our lives could be better. In recent months, I have had many encouraging experiences in this regard. It would be disappointing if everything went on as before.

Robe: Do you have any thoughts / predictions about how and when live events and the industry will re-start?

Florian: I think before mid 2021, until a vaccine is found and broad sections of the population are vaccinated, we will see live events only in a very limited way or not at all.

Before there is a vaccine, we'll have to live with Covid 19.

Robe: How sustainable do you think these changes will be?

Florian: That depends on how long it will take. If it takes a long time, the changes will not be very sustainable, because parts of our industry will no longer exist then.

Robe: Has anyone / anything particularly inspired you since this crisis started?

Florian: Yes. On the one hand as mentioned above, the natural light ... which has changed. On the other hand, the great solidarity, which has surprised me positively at times.

Robe: Own question / answer / message of solidarity or something you'd like to say?

Florian: We will have to change if we want to live well. That we can do so has been demonstrated impressively where individuals, groups, companies, and states have shown themselves willing to change. Let us not forget this and take this positive insight with us into our everyday life and into our working world.

