

CASE STUDY

## Bylo, nebylo, van Gogh, Monet, Renoir..immersive experience

**Client:** Les Productions Unique s.r.o.

Location: Forum Karlín, Pernerova 53, Prague 8 - Karlín, Czech Republic

### Challenge

The biggest challenge in this project was to design a technical solution at the highest possible quality level and create a space that engulfs visitors and will provide them with an unforgettable experience.

### Solution

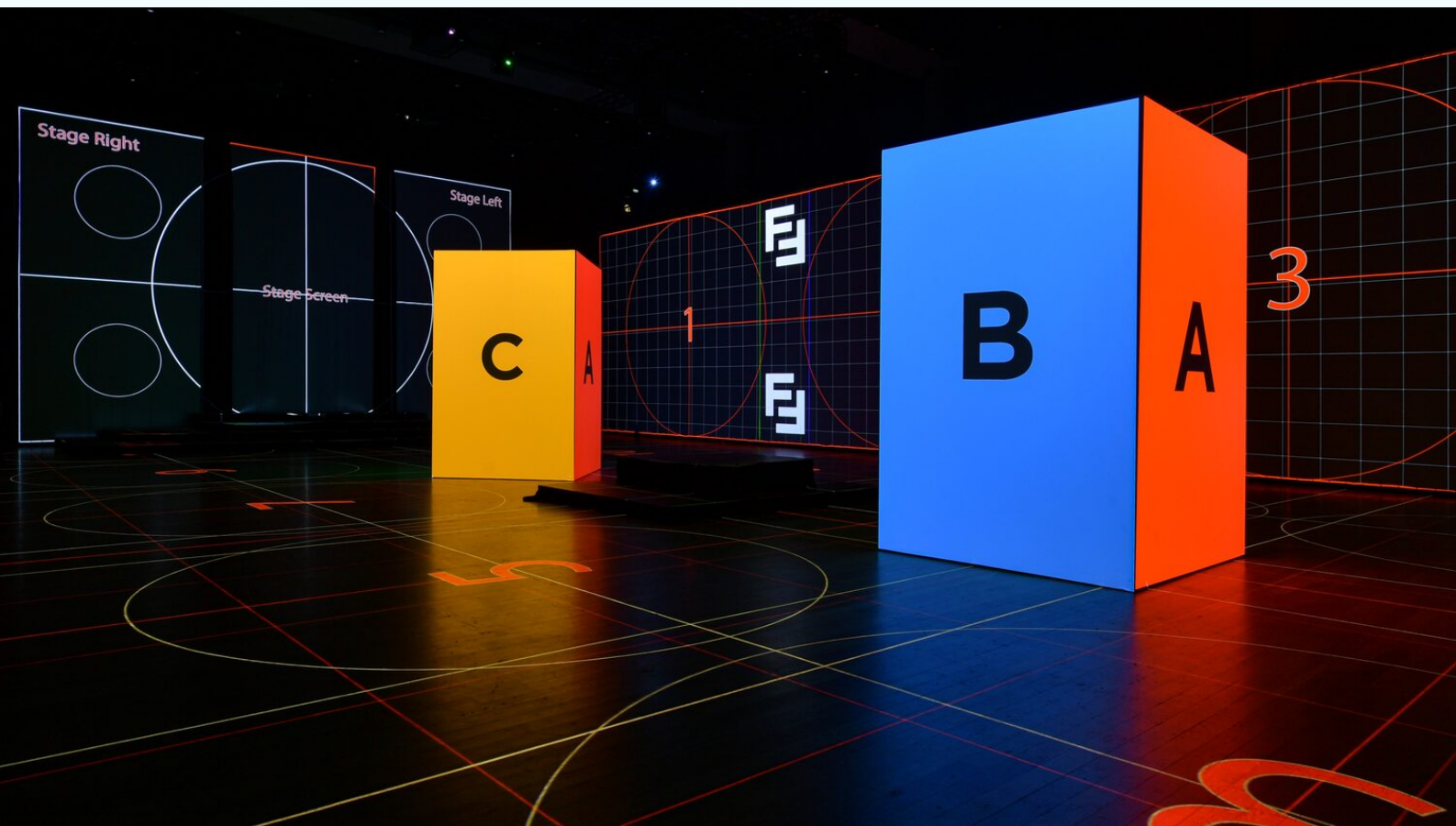
28 Panasonic projectors were used to ensure a complete projection.

*"Describing this exhibition in words it is very difficult, because it is really an exceptional matter. It's like trying to describe the feelings of a plane taking off to someone who has never flown. Thanks to Panasonic projectors, we have created a perfect environment for viewers to convey a unique experience."*

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**Serge Grimaux**

Exhibition Producer

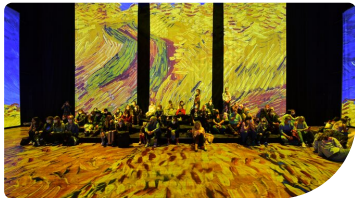


## Exhibition Concept

This multimedia exhibition brings a new concept to the Czech Republic, thanks to which we have a chance to see art in a different way. It is exceptional not only in the way of presenting art, where the paintings are not actually physically present, but are shown in the form of a huge projection, but also by how much space is covered by the painting. The masterpieces are projected on four high walls located around the perimeter of the hall, on two blocks in the middle and on the ground. All this is accompanied by music with 3D surround sound. The viewer is thus right in the middle of the experience.

## Children walk and touch paintings, and adults sit and watch what is happening all around them and become part of the painting.

"The same type of spectacular exhibition is currently being presented with great success in other capitals around the world. I am proud to be able to introduce this new concept in the Czech Republic. In these days of uncertainty, one thing is certain - we have to go out. We need to share wonderful moments with the people we love. I am convinced that thanks to the transformation of the Karlín Forum into a magical place, people will be happy to accept our invitation to the magnificent journey we have prepared for them," says Serge Grimaux, the producer of the exhibition.





### Technical solution

The technical solution combines different projector resolutions, from WUXGA to 4K+. It's an interesting use and match of different projector luminances, from 10,000 to 30,000 ANSI lumens. Projection size and image synchronization for 28 outputs / projectors involves demanding content production.

The main criteria for selecting specific projectors were:

- 3-chip DLP laser projectors provide the best color reproduction.
- Selected Panasonic projector models offer the best bleeding and image uniformity on a large display area.

### Technique used

18 x 3-chip DLP laser projector Panasonic PT-RZ21K

2 x 3-chip DLP laser projector Panasonic PT-RQ32K

4 x 3-chip DLP projector Panasonic PT-DZ13

4 x 1-chip DLP laser projector Panasonic PT-RZ970

