

CASE STUDY

i Light Marina Bay 2014

Client: ArtScience Museum

Location: Marina Bay Sands, Singapore

Product(s) supplied: **PT-DZ21K**

Challenge

Solution

i Light Marina Bay 2014, Asia's first and only sustainable light art festival, marked its 3rd anniversary with over 20 art installations around the waterfront. On the facade of the iconic ArtScience Museum, a large-scale projection by local artists emerged using Panasonic flagship projectors.

Why Choose Panasonic?

- Portrait mode capability enables projection onto long, vertical screens.
- Geometry Manager Pro software enables easy installation on complex surfaces.
- High brightness and high picture quality ensure bright and vibrant large-screen projection.
- A wide lineup of optional lenses allow various projection distances.
- The 12-amp power supply does not require a special power source or adaptor.
- Easy projector setup and handling due to the compact and lightweight body.

Beautiful light show around the Marina Bay waterfront

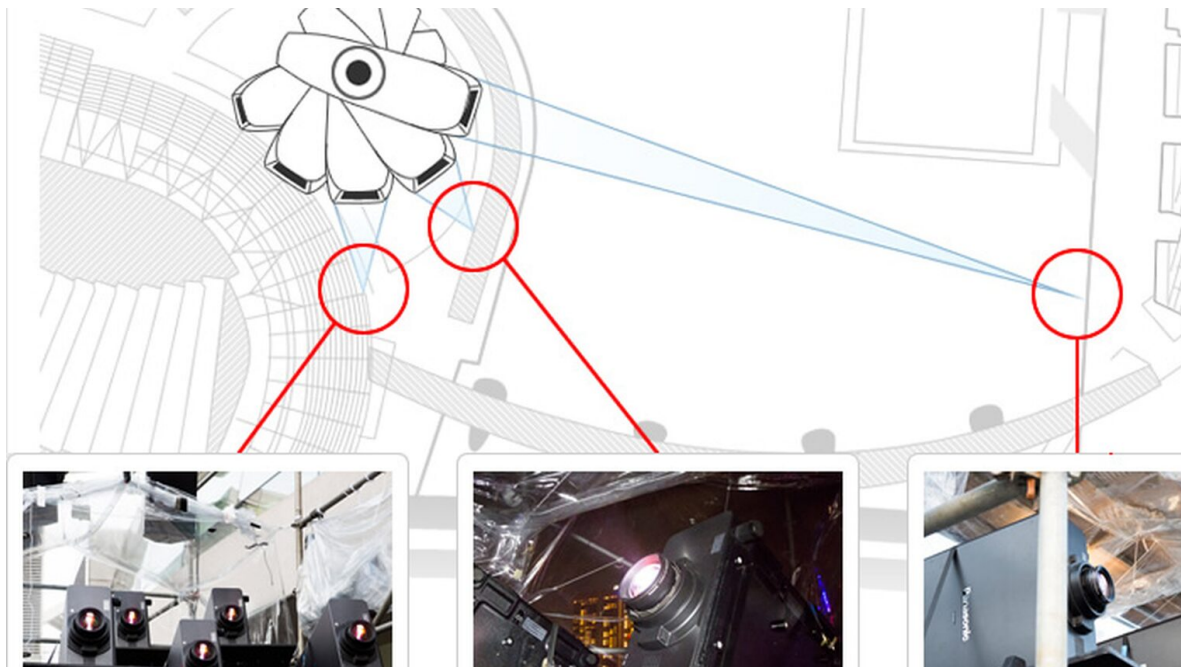
As Asia's only sustainable light art festival, "i Light Marina Bay 2014" showcases innovative content, the intelligent use of lighting as well as an international line-up of creative talents. The festival this year featured 28 innovative and environmentally sustainable light art installations from around the world. The Marina Bay waterfront was transformed into a magical space of light and color for the public to celebrate both public spaces and creativity.

ArtScience Museum, one of the attractions at Marina Bay Sands; an integrated resort in Singapore, houses the key installations of the festival. The video installation "Celebration of Life" by Singaporean artist Justin Lee emerged on the iconic architecture of the museum.

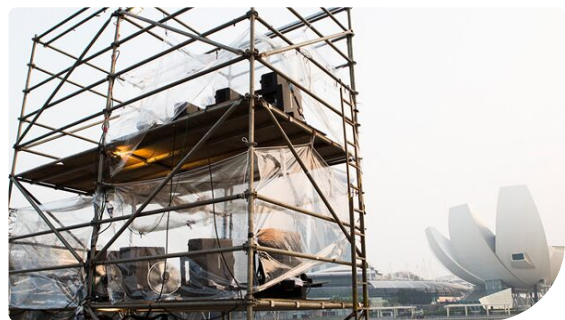


White lotus petals transformed into a mapping screen

The facade of the ArtScience Museum has a unique shape fashioned after lotus petals. Marina Bay, which lies directly in front of the facade, somewhat limited the space for projector installation. The use of Panasonic PT-DZ21K 3-Chip DLP™ projectors ensured high brightness and high picture quality, while also enabling a host of creative capabilities. Panasonic's [Geometry Manager Pro](#) software produced large 3D projection mapping with high image quality on complex surfaces. And portrait mode capability enabled projection onto long, vertical screens with a minimal number of projectors. The wide range of available lenses allowed the PT-DZ21K to project over a variety of distances.



Portrait mode capability enabled projection onto long, vertical screens with a minimal number of projectors.



Using the ET-D75LE30 enabled long-distance projection across the Marina Bay.

Cutting-edge technology creates a magical atmosphere throughout Marina Bay

For the entire festival duration, audiences were fascinated by the breathtaking night scenes of Marina Bay. Panasonic projectors supported the installations of local artists with high levels of picture quality and performance, dazzling viewers with the "i Light Marina Bay 2014" prime exhibition.

