

**DIGITAL**  **PROJECTION**

A Delta Associate Company

# Visitor Attraction Case Study



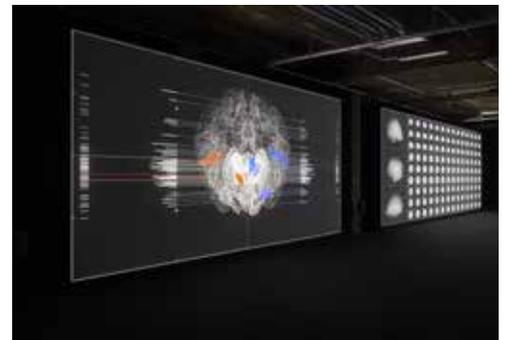
[www.digitalprojection.com](http://www.digitalprojection.com)



## Digital Projection Propels Visitors into the Data-Verse

Known for his incredible artistic works created from raw data and sound, Japanese visual and sound artist Ryoji Ikeda recently presented the final instalment of his spectacular data-verse exhibition series at 180 Studios, 180 The Strand (London, 20th May – 18th September).

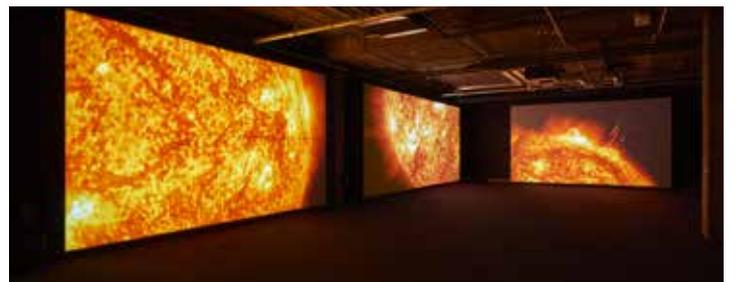
The exhibit – which was curated by Fact and The Vinyl Factory – explored Ikeda’s five years of work on the Data-Verse, which investigates through an audio-visual experience the science of the natural world, via vast data sets conducted by NASA and the Human Genome Project, DNA sequences, galactic coordinates and quantum physics. The event marked the first time the entirety of the data-verse trilogy, all 12 artworks, commissioned by the Audemars Piguet Contemporary, were available to view from one location, with the previous data-verse instalments launched in 2019. Audemars Piguet has been a cornerstone partner in the success of Ryoji Ikeda’s Solo Exhibition in London.



With the exhibition also featuring a number of never seen before installations, it was even more vital that the works were represented effectively. In order to provide the best visually impactful experience, the projectors used for the project needed to be as high quality as possible to replicate the smallest details in the vast data sets within the artwork. For this, 180 The Strand chose to rely on Digital Projection’s INSIGHT 4K projectors.

“Having worked with Ryoji previously at 180 and for Venice Biennale, we were aware that his work requires the very best and most current technology to work with, hence this choice,” said Neil Thomas, Head Of Production at 180 The Strand & London AV. “We previously ran a test of Data-Verse and could see the 4K’s potential, so we knew it was the right decision.”

“Ryoji and his studio are very autonomous and thorough in their preparation, which leaves me to concentrate on perfecting the build elements he requires for the artwork,” continued Thomas. Suited to a range of installations, the projectors have the capability to project large, detailed images from just one projector, where previously edge blending 2 or more projectors would have been necessary. With 20,000 hours of illumination from the solid-state laser light source, the INSIGHT 4K Laser boasts an unbeatable efficiency and reliability.



DIGITAL PROJECTION, LTD GREENSIDE WAY, MIDDLETON MANCHESTER, UK. M24 1XX • T: +44.161.947.3300 • F: +44.161.684.7674

[www.digitalprojection.com](http://www.digitalprojection.com)

Offices in: > Manchester, UK > Stuttgart, Germany > Paris, France > Fredrikstad, Norway > Amsterdam, The Netherlands > Moscow, Russia  
> Atlanta, GA USA > Beijing, China > Singapore > Delhi, India