

**DIGITAL** **PROJECTION**

A Delta Associate Company

# Projection Mapping Case Study

**ROSHEN**



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## Digital Projection's M-Vision Projectors Help Revitalise Roshen Factory

A total of 20 Digital Projection M-Vision Laser 21000 units have been used as part of a multimedia facelift for the Roshen confectionary factory in Kiev, Ukraine; one of Eastern Europe's most recognised institutions.

The installation – which features illuminated fountains and an animated ice rink alongside the video projections – was headed by French light design agency Les Éclaireurs, whose artistic director, Lucas Goy, took care of multimedia and lighting design, as well as show programming and content.



"We designed the lighting, mapping and sound systems together with Peutz and The Space Factory, as well as fountain designer Philippe Carton," said Lucas. "We also assumed the artistic direction of the mapping (both form and content) and coordinated the audio with musician and composer, Yi-Ping Yang."

Les Éclaireurs was invited to begin work on the installation in September 2016, alongside Lyon-based landscape agency and regular partner, In Situ.

"We had to conceive all of the projection mapping and general lighting of the site first, with the majority of our focus being the fountains, the facades, and the ice rink," said Lucas. "The project then evolved when we were asked to oversee the complete management of all these elements, as well as designing seven fountain show programmes with the original music. We also had to design a series of programmes that could build the ambience of the site by using a combination of fountain animations, light animations, and musical loops."

As well as the extensive catalogue of content Les Éclaireurs created, the client wanted another distinct show to be entrusted to Kiev-based company, Front Pictures, to ensure diversity of approach and the inclusion of local creativity.

## Single Chip Laser Projectors

### Key Features of the Single Chip DLP Projectors

- WUXGA & 4K UHD Resolution
- Laser illumination
- Up to 23,000 Lumens
- 20,000 hours illumination
- IP 60 Sealed Optics



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