

DIGITAL **PROJECTION**

A Delta Associate Company

Visitor Attraction Case Study



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Digital Projection Brings Japanese Bygone Era Back to life

More than 30 E-Vision Laser projectors reproduce iconic 19th Century artworks, in an immersive celebration of Japanese culture.

Danny Rose Studio, the collective behind the current "Spirit of Japan" art exhibition at the Kadokawa Culture Museum, has deployed more than 30 Digital Projection E-Vision Laser 10K projectors to illuminate the floors, ceilings and walls of the venue.

"Spirit of Japan" indulges visitors in iconic artworks from 19th Century Japan, which influenced the Western impressionist movement so heavily, the impact of which can still be felt in contemporary art today. A previous exhibition in France, titled "Dreamed Japan – Images of the Floating World", attracted over 2 million visitors, and in light of its popularity, the tour was reimagined for "Spirit of Japan".

Employing advanced video projection technologies, Danny Rose Studio creates environments that are fully immersive and often surreal. Creators from a variety of fields, including digital artists, programmers and musicians, work to combine historic artwork – in this case from 19th Century Japan – with contemporary technologies and narratives to create an entirely new type of large-scale visual/spatial installation.



Alongside Digital Projection laser technology, a VNS GeoBox video wall controller was chosen to control the edge-blending output from multiple projectors, coupled with a BrightSign media player to deliver the video content.

Aaron Hsu at Digital Projection Japan, says having so many projectors in one room, creates a unique set of challenges: "Because of the exhibition hall's ceiling height limitation, the ground projection required more projectors to successfully display the entire image, and a creative solution to achieve this. Whereas traditionally you would point projectors downwards to the floor, we actually pointed them up but used the UST periscope lens, thus giving us the extra height and coverage" Using too many projectors on the floor would have caused light scatter and have an adverse effect on the image quality on the walls, so this solution of using UTS lenses achieved optimal performance for all canvases.

The compact, E-Vision laser was chosen as it is able to compete with high levels of ambient light, delivering 10,500 lumens from a solid-state laser light source.



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