

# DIGITAL PROJECTION

A Delta Associate Company

## Museum Case Study



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



## Digital Projection Brings History to Life in PROOF Exhibition at Hamburg's Deichtorhallen

One of Europe's largest exhibition centres for contemporary art and photography, Deichtorhallen Hamburg is renowned for the quality of its exhibits which are visited by thousands of people from all over the world each year. From February to May 2018 it played host to PROOF; a landmark exhibition which brought together the works of three major artists spanning the eighteenth to the twenty-first centuries and three continents – with Digital Projection's E-Vision Laser 10K projectors playing a central role in its impactful execution.



Ivo Schob, technical director at Deichtorhallen with responsibility for overseeing facility management and the set-up of all new exhibitions, elaborates on how projection came to play a central role in PROOF: "Using projection was a key part of the curatorial concept of Fowle and Longo. By slowing down the seven most important films of Sergey Eisenstein to 1% of their normal speed, visitors would be drawn to the very special aesthetic in his filmmaking."

"Displayed in 4/3 format and projected side by side on the 45 metre back wall of the exhibition, the films were played in super slow-motion – with each single picture of the film shown for six seconds, served by a Mac Mini and integrated into a separate network – acting as a centrepiece to the exhibit, and creating a truly unique experience for visitors," adds Schob. "The 4/3 display format meant that the black areas of the 16/10 picture needed to be absolute black: when we tested Digital Projection's E-Vision Laser 10K projector, it stood out as the best product for what we wanted to achieve."

Digital Projection's German event-distribution partner ETHA International GmbH & Co. KG supplied the laser projectors to project manager Frank Zahn from local AV company Musik- und Soundservice Schwerin, who integrated the projectors. On top of its performances, ETHA selected the E-Vision Laser 10K because it was the only projector with a very wide horizontal lens shift which, coupled with a wide 80.75 – 0.93:1 zoom lens, made the installation possible.

Concludes Schob: "We were really pleased with how the E-Vision Laser 10K projectors performed – with excellent light distribution and 'black areas', they were the perfect fit for our aesthetic needs, and also delivered in terms of reliability which is key for a high footfall, high visibility setting. Operationally, they were also easy to handle with clear, intuitive menus."

### E-Vision Laser 10K

#### Key Features of the E-Vision Laser 10K

- WUXGA Resolution
- Laser illumination
- 10,500 Lumens
- 20,000 hours illumination



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