

THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



B.A.R. FORMULA 1 FESTIVAL

Large Format Scrolling Projection, Shanghai China

Client: Image and Style – Hong Kong
Executive Producer: Eddie Liu



The 65m x 15m x 15m structure was covered by eight projectors set at various distances around the lake



- Projection onto all sides of a giant racing car structure 65m x 15m x 15m set on a man-made lake in Xintiandi district.
- Continuous projection of a five-minute loop from 7pm until midnight for ten nights
- Featured Shanghai tourism images, Shanghai International Race Circuit, and BAR Honda racing team
- 8 Xenon scrolling projectors – each 6kw.
- Projection layout and image placement using 3D CAD model.
- Various distances and lenses required due to shape of the site and abundance of trees.
- Projection towers positioned with laser accuracy.
- Seamless panoramas.
- Complex scrolling and animation effects synchronised to soundtrack using Time Code.



The trendy Xintiandi tourist district featured in the 5 minute projection loop



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