

THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



CARTIER STORE LAUNCH

18 The Bund, Shanghai, China. December 2004

Client: Serious Staging, Hong Kong
Concept & Design: The Electric Canvas

When Cartier opened their latest store on the historic Bund in Shanghai, China, The Electric Canvas was asked to project some logos onto the building for the occasion. Using our custom built survey camera, we were able to do much more.



A template that accurately captured the intricate details of the building's facade was created, and a series of 12 highly decorative treatments were prepared. Each was branded with the Cartier logo, and used Cartier jewellery as decorative elements.

A media awareness was generated by commencing the projection several nights before the opening party and inviting press to view this imposing Cartier light sculpture.

- Architecturally accurate designs
- 12 individual branded treatments
- 2 x stacked pigi projectors
- Three nights installation for media launch



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