

THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



ISES EDUCATIONAL

Venue Theming at Australian Technology Park

ISES Educational September 2003
Original Artwork: The Electric Canvas

The Electric Canvas used an ISES (International Special Events Society) educational evening, to demonstrate some of the possibilities for interior and exterior theming using large format projection.

The exterior of the Australian Technology Park venue was given a number of decorative and themed treatments using a single projector fitted with a film scroller that changed images automatically under pre-programmed control from a laptop.

The interior space was defined by white canvas cloths on three sides effectively surrounding the audience with a floor-to-ceiling screen.

The Electric Canvas used their PIGI double-scrolling projectors to take the audience on a journey and to change the theme and mood of the space.



Static scenes and themes ranged from sumptuous velvet drapes to breathtaking mountain vistas; scrolling film effects created a sense of movement from one space to another; forward, sideways and even up and down; that had the audience clutching their chairs. Dynamic kinetic effects and stunning colour patterns were demonstrated as a way to really get the party started.

Of interest to many was the technique of using an image "mask" to create a dark rectangle into which video or power-point could be presented using a video projector without the need for a separate screen. The audience saw the video area magically appear without the 20m wide background image changing. In many situations, computer generated text and titles can be projected directly over the PIGI image without the need for the black mask. This gives a very elegant and seamless way to introduce speakers and entertainment at a themed function.



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