

# THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



## LOREAL MELBOURNE FASHION FESTIVAL

Melbourne, Australia. March, 2005

Client: Loreal Melbourne Fashion Festival  
Creative Director: Gary Chard

The Electric Canvas provided a sponsorship deal that included projection for the main Runway shows, external promotional projections around the venue, and an immersive projected environment for the Finale Dinner.

### FINALE DINNER THEMING

After the last Runway show was completed, the room was transformed overnight into a banquet setting, with 360° surrounding projection designed around the theme of an opulent feast.

Five separate scenes were used to progress the evening through its various stages, commencing with a still life of fruits rendered in the style of Dutch master painters, progressing through scenes complementing the meal and the entertainments.



Images for the feast were photographed and composited at our Studios in Lane Cove, Sydney.



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