

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.

RUNWAY SHOWS

A 40 metre long projection area was established on a wall adjacent to the main runway. The Electric Canvas created an original scene for each of the 44 designers involved in the week long Runway program.



Every show had a theme linking all the images, some of which contained movement in the form of scrolling or kinetic effects.



A projection on the concrete entrance to the screen gallery set the scene for the runway shows.



EXTERIOR PROJECTIONS

The unique architecture of Federation Square was used to create a sequence of projected effects, to promote the event. Graphics and text appeared to weave in and out of the mosaic fabric of the building.



Throughout the festival, promotional projections were featured on the facade of the Australian Centre for the Moving Image, and the Shard at the gateway to Federation Square.



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