

# THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



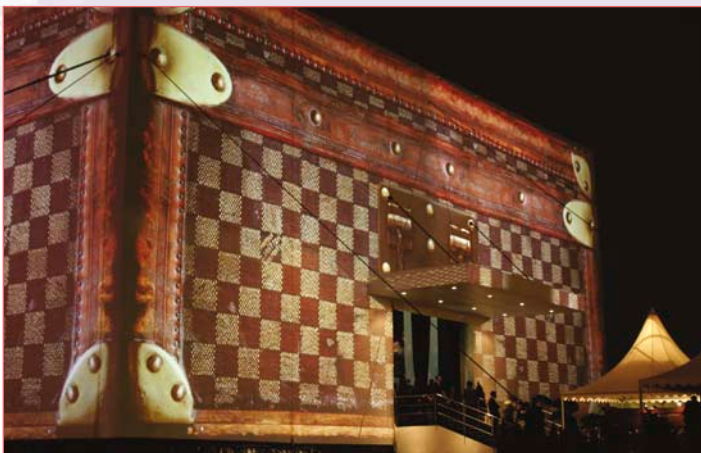
## LOUIS VUITTON'S 150<sup>TH</sup> ANNIVERSARY PARTY

New York, Hong Kong, Tokyo. 2004

Client: Mizrahi Adams Productions

The Famous Louis Vuitton company of Paris turned 150 in 2004 and celebrated with the party of all parties held in international locations. A portable structure, 75m x 33m x 16m, that was shipped from one location to another, was designed to feature projection on three of the four sides.

The Electric Canvas projected scrolling images onto the outside of the structure to make a memorable arrival statement in the theme of "the romance of travel". This was interspersed with periods when the structure was transformed into a giant Louis Vuitton trunk.



Each venue posed its own challenges. New York's show was tightly set amongst a small forest of snow bound trees, but we were able to provide coverage from amongst the branches by using five projectors where normally only two would be required.

Hong Kong was a harbourside venue with unobstructed views, and attracted enormous attention from media and onlookers. The structure was transformed into a giant steamer trunk, alternated with scrolling text, and the romance of travel montage.

Tokyo had inadequate projection distance for one of the sides, a problem solved with the use of skymaster elevated work platforms. A final challenge as a typhoon passed, causing no damage but delaying the set up. With hours to go, the projectors were re-erected, lined up and programmed and the party went on.



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