

# THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



## RED BULL F-1 PROMOTIONS

Docklands, Melbourne. March 2005

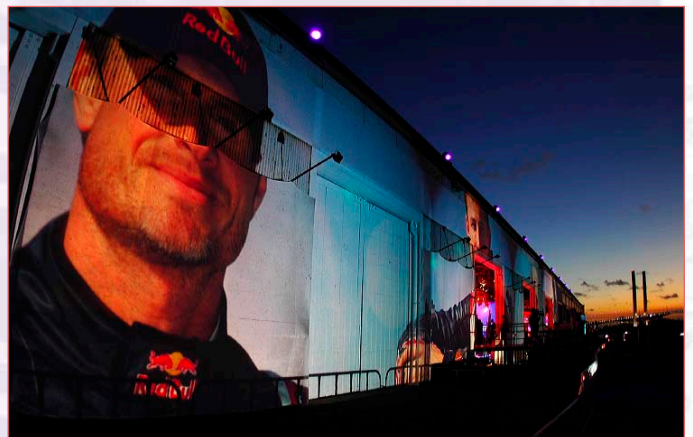
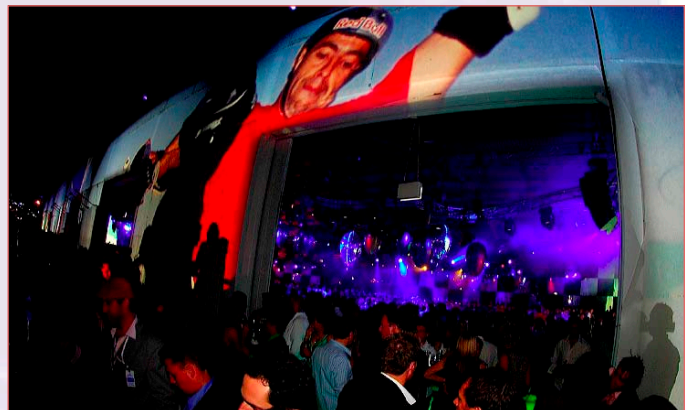
Client: Production Stuff  
Art Directed: Tony Assness



Red Bull Celebrated their entry into the glam world of Formula 1 Racing, with a lavish party staged at the docklands in Melbourne over the Grand Prix weekend.

As part of the Red Bull media campaign, The Electric Canvas projected on the front of historic Shed 14, and along 90 m of its side.

Imagery represented all of Red Bull's sporting sponsorship endeavours, including a giant F1 racing car that zoomed across the front and down the side of the building.



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Unit 6, 9-11 Chaplin Drive Lane Cove NSW 2066 Australia  
Ph: +61 2 9420 8817  
Fax: +61 2 9420 8892  
Email: info@theelectriccanvas.com.au

PM PRODUCTION DESIGN & MANAGEMENT PTY LTD  
abn 73 066 262 511, trading as THE ELECTRIC CANVAS

[WWW.THEELECTRICCANVAS.COM.AU](http://WWW.THEELECTRICCANVAS.COM.AU)