

THE ELECTRIC CANVAS

LARGE FORMAT PROJECTION SPECIALISTS



RUGBY HEROES

Rugby World Cup 2003

Client: NSW Premiers Department

Rugby World Cup 2003 brought together sports fans from around the globe to witness one of the world's greatest tournaments and to enjoy Sydney's sights and festivities.

The Electric Canvas was engaged to provide 90m projections onto the AMP building at Circular Quay. Visible from across Sydney Harbour for the three weeks of the Rugby World Cup, the enormous images of players were updated as the competition progressed culminating with images of the winning captain within hours of the final outcome.



- Four 6kw rotating double scroller PIGI projectors directed at side of 26 story city building
- Projections tiled to combine into 90m x 13m image (270' x 40')
- Projectors installed on low-rise structure 130m (400') from target building
- Projection angles from 9 – 36 degrees
- Distortion correction determined by laser survey and 3D CAD.
- A total of 50 images of Rugby players looped for continuous display
- Same day turnaround to project winning captain on night after final match



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