

THE FAMOUS CASA BATLLÓ RECREATES GAUDÍ'S CREATIVE UNIVERSE WITH PANASONIC

Museum inspires with Panasonic projectors and spectacular audio-visuals.

Wiesbaden, DE. 10th May 2022 – Casa Batlló, the famous Barcelona architectural work of the modernist architect Antoni Gaudí, has fused Panasonic projection technology with a pioneering cultural visit to create an award-winning unique experience. The multisensory museum offers a glimpse into the mind of the greatest exponent of Catalan modernism through an artistic immersive experience.

Using Panasonic technology, Casa Batlló has reinvented various spaces across the building. The Gaudí Dome room uses 36 Panasonic projectors (PT-RZ660 and PT-JS200 models) and a dome with more than 1,000 screens to represent the mind of a young Gaudí. The natural universe that inspired the Catalan architect comes to life, allowing the visitor to participate in the creative experience. The projectors, equipped with ultra-short throw lenses, allow video to be projected onto surfaces that are difficult to map with any other technology and that ensure visitors cannot inadvertently block the projected image.

In the attic, virtual reality projections bring to life domestic chores, such as washing and ironing, through the eyes of staff from the past. At night in the courtyard, projection mapping creates a dazzling continuous waterfall with 7 powerful PT-RS20K laser projectors, each delivering vivid and lifelike images with 20,000 lumens of brightness and mapped specifically to the location using Panasonic ET-D3LEF70 fisheye lenses.

"We wanted to excite the visitor by amplifying the magic of the legacy that Antoni Gaudí left us," said Gary Gautier, CEO of Casa Batlló. "We have equipped different spaces with invisible AV technologies, integrating them in a respectful way into the environment, which was a major challenge in a World Heritage Site."

Oriol Massague, Field Marketing Manager at Panasonic, added: "Most museums and historic buildings were not built with immersive experiences in mind but Panasonic projectors and lenses are able to deliver the best possible immersive experience in rooms of any size or shape, with low or high ceilings. It enables visitors to approach the content without casting any shadows, ensuring that the technology never distracts from the immersive experience."

For more information, visit: <https://business.panasonic.co.uk/visual-system/case-study/casa-batllo-immersive-experience>

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