A BRIGHT START TO BUCHAREST ANNIVERSARY CELEBRATIONS

104 PANASONIC PROJECTORS HAVE BEEN USED TO CREATE ONE OF THE WORLD’S LARGEST ARCHITECTURAL VIDEO MAPPING SHOWS TO CELEBRATE THE 555TH ANNIVERSARY OF BUCHAREST
To celebrate the 555th anniversary of the first documented record of the Romanian capitol, the 270m wide, 23,000m2 facade of the Bucharest Palace of Parliament was transformed into a giant outdoor theatre.

The infamous Palace of Parliament, built in 1990, stands as the second largest administrative building in the world, second only to the Pentagon, USA. The vast symbol of communism can be seen from space and now serves as an attraction for tens of thousands of tourists every year.

An impressive 104 Panasonic PT-DZ21K projectors were used to create the huge display by using edge blending and geometric mapping software to create a single seamless image.

Panasonic’s flagship projector, the PT-DZ21K offers breathtakingly beautiful images, easy maintenance, and reliable operation. Featuring 20,000 lumens of brightness and a host of rich creative capabilities, the PT-DZ21K is packed into an extraordinarily compact body; with every feature designed and developed to meet the needs of highly critical projection professionals.

To see the full video case study, please visit:
http://www.youtube.com/watch?v=rxGqXh5DjPU&list=UUALW5w_HqV4Gs3Wo3f1LNpg

Kit list
PT-DZ21K projector

“We chose the DZ21K mostly because of its size, and being so robust we were able to make stacks with lots of projectors,” said Adrian Pochiscan, Technical Director of 360 Revolution, the company that produced the show. “We liked its resolution, its remote control capabilities from a distance, its stability and the fact that the projector is so energy efficient. If we had chosen another projector, we would have had to build a small hydropower plant to run the show.”

The project, called the iMapp Bucharest 555, saw five teams of visual artists competing to showcase their skills by designing animated displays each lasting five minutes and 55 seconds. The event, attended by over 60,000 people, was won by a French team led by Damien Fontaine.

An Enormous Job
Taking a total of six months to prepare, the huge event was demanding for projection mapping specialists, MaxIn10sity.

“Size matters. First of all the resolution has to be really high to get the good quality. The whole process is four times harder than for a smaller building or a normal 3D animation, it’s an enormous job,” said Sales Manager, Tamas Vaspori.

“We were responsible for the 3D model of the building. We scanned the building with a laser scanner. When the model was ready we sent the model out to the artists and we tried to select different styles for the show.”

The spectacular visuals created onto the palace façade saw a host of fascinating scenes from turning the palace into a bookshelf, to the illusion that the palace itself was moving.

Panasonic European Product Marketing Manager, Hartmut Kulessa, said, “We are incredibly pleased that Panasonic projectors were chosen to be a part of the celebrations. It successfully showcased all of the strengths of our projectors from high brightness and colour depth to the versatility in size and shape of projection offered through the use of multiple edge blended projectors.”

“I’ve never seen a better show. It was wonderful and beautiful!”

Spectators took to social media to say what they thought about the show. Youtube user Emil Kazinjsky said, “I’ve never seen a better show. It was wonderful and beautiful!”, while user Serban Constantin shared, “Great building projection for the 555th anniversary of the city of Bucharest”.

Panasonic projectors have previously been used for high profile displays at Berlin Festival of Lights in 2012, creating an architectural video mapping display on the Brandenburg Gate. The DZ21K was also used for visual displays at the London 2012 Olympic Games and Roger Waters’ The Wall Live tour.

Panasonic projection specialist Nakada Tomohori, explained why the PT-DZ21K is so popular in these applications, “With this projector only two installation crew members are required to handle it, it weighs 43kg, therefore making it easy to stack into towers. Each projector also has four lamps so, if one lamp fails, the show can go on.”

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