



## Knocking Down the Walls

3D Projection Mapping

*“A wonderful use of innovative technology to totally transform event spaces.”*



Projecting onto curved or irregular surfaces has been a problematic and frustrating process, often resulting in distorted, displeasing and confusing looking imagery.

No more! With innovative new technology and projection expertise Haycom can project onto almost any surface and create spectacular 3D images which, in the process transform entire buildings. The results are breathtaking and simply have to be seen to be believed.

The process of 3D Projection Mapping applies the contours of an irregular projection surface into the content prior to projecting and allows for virtual recreation of the existing architecture. Through Projection Mapping it is possible to push the boundaries of perceived reality and alter buildings in virtually any way imaginable. Architectural ornamentation, such as pillars or windows, can be moved, removed, peeled open, transformed, knocked down and then rebuilt in an instant. Buildings can be enhanced, manipulated or even made to crumble before one's eyes – no demolition machinery required!



As shown recently on the ABC's 'The Gruen Transfer', this offers spectacular outdoor advertising and experiential event opportunities. This concept was recently applied to the interior of Customs House in Brisbane, a heritage-listed building featuring a virtual labyrinth of Victorian and Edwardian ornamentalations. Check out the video here:

<http://www.haycomav.com.au/public/video>

You will see how Haycom worked with The Buchan Group in Brisbane to produce a presentation of the calibre very few have seen before.

Christie 12K HD projectors were chosen for their astounding brightness, impeccable resolution, high contrast and accurate colour reproduction. Two projectors were blended together to produce the final stunning result - a massive 24m x 10m wide, 180 degree perspective, of astounding 3D imagery.

For those technically minded, here is the basis for 3D Projection Mapping. For this event a grid was projected onto the architectural surface with the resulting grid points photographed and mapped. The mapping was then overlaid to the chosen video content and projected to create the stunning imagery. Another method is to produce a full 3D CAD of the building and create a distortion mask that can be applied to chosen two-dimensional video content. Using this technique, video producers have an amazing creative palette at their fingertips. Instead of installing a projection screen, entire buildings become the screen.

Haycom General Manager, Stuart Gregg, was suitably proud. "It was a great project for Haycom to be involved with." said Gregg. "The design work was superb and the projection simply stunning. I haven't seen such great fusion of imagery and technology for a long while. This is a wonderful use of innovative technology to totally transform event spaces."

"This is without a doubt the most exciting, the most incredible and visually astounding projection I have ever seen." said Ian McManus from Haycom Brisbane, a veteran of big screen projection for 15 years said:

Associate Director Gary Edmonds from The Buchan Group was full of praise. "I couldn't thank Haycom enough for their enthusiasm and willingness to push the boundaries." said Edmonds. "Haycom shared our foresight and imagination for this project which gave us immense confidence through the whole process."

**For more information contact:**

Stuart Gregg

Ph. 02 9662 7986

[stuart.gregg@haycomav.com.au](mailto:stuart.gregg@haycomav.com.au)

[www.haycomstaging.com.au](http://www.haycomstaging.com.au)