



CASE STUDY

Vivitek puts on a show in Toulouse

Prodspectives, a company renowned for designing immersive rooms in the south-west of France, has set itself a new challenge: to create unique visual experiences in unusual locations. The aim is to generate a 'wow' effect, achieved through a combination of the venue selected, the style of music played, and the quality of the visual content projected.

To enhance the DJ sets, the BLR collective - known for organising techno music festivals - collaborated with Prodspectives and its partner, Brousset Événementiel. Between them, they created a mesmerising sound and visual mapping show hosted inside the Chapelle des Carmélites, situated on the edge of Toulouse city centre's Place du Capitole.

Maxime Vaslin, director of Prodspectives, explains the vision: *"The aim of this project was to enhance the work of the DJs by supplementing it with visual scenography to match this charismatic venue. To achieve this, we needed to guarantee optimum projection quality. Therefore, I tested several brands and it was clear that Vivitek's DU9900Z was best placed in terms of colour display performance, price and flexibility of use for this type of temporary event."*

The DU9900Z is specially designed for AV rental companies and professionals, event scenography and large spaces in general. With its WUXGA resolution, high brightness of up to 22,000 lumens,





Vivitek DU9900z laser projector

contrast ratio of 3,000,000:1, various lenses and edge-blending features, this model is the perfect choice for this type of installation.

“The projection surface in the chapel was very specific. We had to cover an area around fifteen metres wide and seven metres high, while respecting the symbolism of the site and its architecture, with its columns and sloping sides for example. That weekend, between the adjustments and the DJ sets, the DU9900Z operated for over 20 hours over two days, at best performance level. The lighting remained constant and the mapping effects to the rhythm of the music were perfectly fluid, much to the pleasure of the participants”, Maxime added. *“Given the event’s success, it made perfect sense for the festival organiser to engage Prodspectives once again; this time for the creation of an outdoor visual animation on a towering fifteen-metre-high water structure.”*

Built in the heart of Toulouse city centre, the water tower was the gateway to the fan zone set up for the Rugby World Cup. The challenge of this project was different because of the projection surface, its size, its curved shape, its outdoor location and - above all - its construction in pink brick, the emblematic stone of Toulouse.

Maxime explained that, *“in this application, the Vivitek projector clearly makes the difference. Whatever the projection surface, its colour rendition is just perfect. There was a risk that the pink brick would distort the colours, but the whole team was blown away by the result. We had exactly the same rendering on the water tower as on our computer.”*

The potential of projection in the world of art is limited only by the imagination of content creators, and the applications are numerous. Given the fantastic results achieved at these two events, Prodspectives already has a number of special projects planned for the festive season... and it’s clear that Vivitek will be there!



More case studies

View all our case studies at:
www.vivitek.eu/company/case-studies/

Partners

www.prodspectives.com