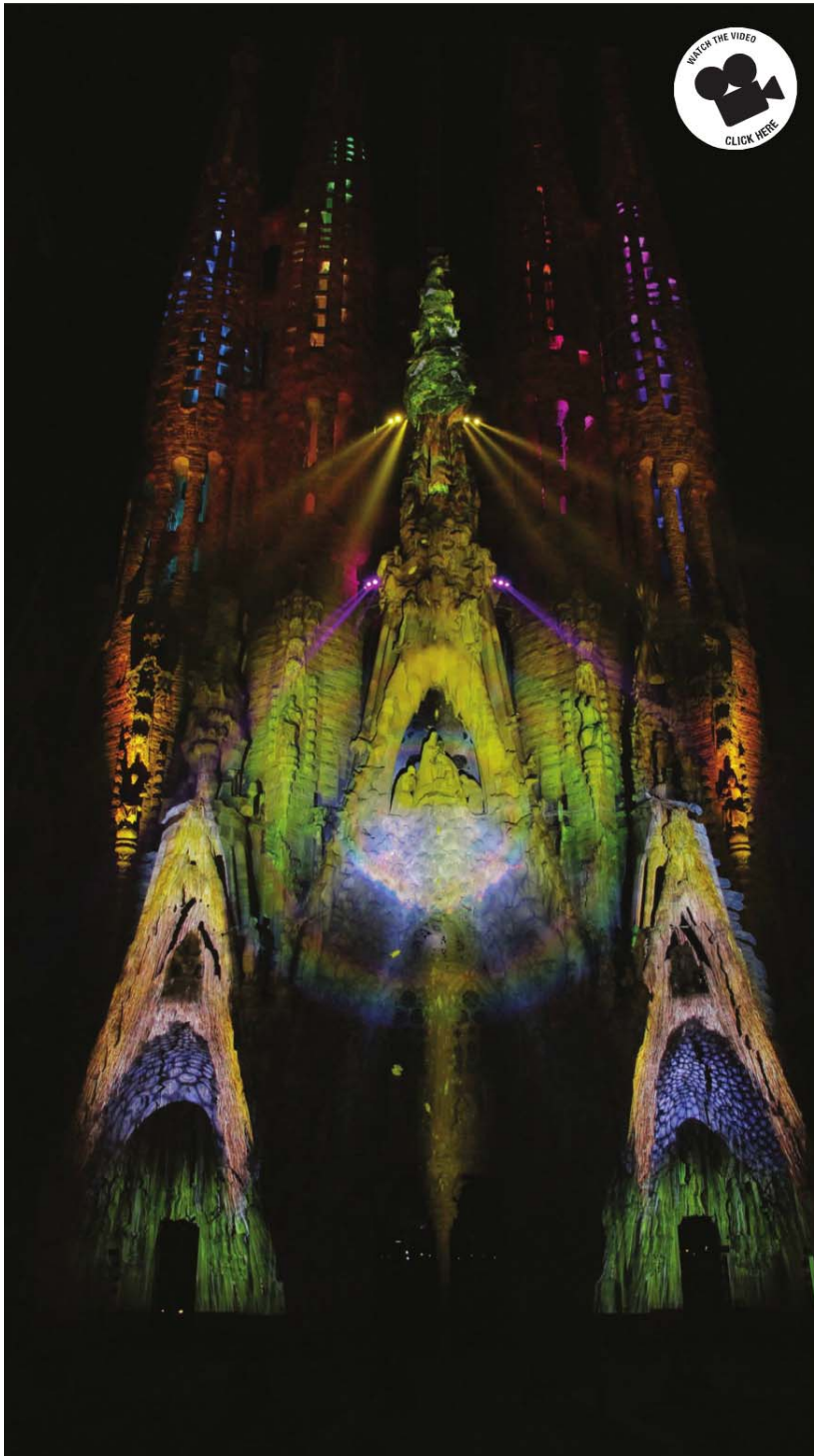


[spotlight]

The latest projects with the wow factor from around the world.



GAUDI MASTERPIECE

The latest architectural mapping technology was used in a spectacular multimedia show by Montreal based designers Moment Factory on the façade of the famous Sagrada Família in Barcelona during La Mercè festival in September.

Ode à la vie (Ode to Life) is a poetic vision of the creation of the universe, inspired by original colour sketches by Gaudi as well as the words of the architect, for whom colour was the essence of life. The result was a fifteen minute tribute to one of the world's most venerated cathedrals.

Moment Factory's team has created a living fresco made of colour, light and sound.

Among other things, spectators saw trompe-l'oeil effects, statues in metamorphosis, natural-texture effects on the stone, highlights on the stained-glass windows and lighting effects on the four spires of the Basilica. The soundtrack was by Anthony Rozankovic (acts 1 to 5) and Misteur Valaire (acts 6 and 7). Its style: classical, with electronic and modern touches.

www.momentfactory.com



CRYSTAL CLEAR

Martin Professional lighting was used for spectacular visual impact at a high profile event marking the switch from analog to digital TV in London.

Arqiva, the communications infrastructure and media services firm responsible for engineering and delivering the digital switchover project (DSO) in the UK, hosted a special VIP event which culminated in dynamic illumination of the 219 metre high Crystal Palace broadcast tower in southeast London.

Arqiva contracted leading event production and branding specialist company Icon to stage the light show and VIP celebration. Richard Dale, managing director of Icon's event production division, explained Icon's involvement. "Arqiva wanted to celebrate not only the completion of their five-year digital switchover project but also to use the event as a chance to celebrate the history of broadcasting in the UK and to look into the future of an enabled digital Britain. Working with Arqiva's senior management team since the inception of the project allowed us to fully understand the strategic importance of this landmark event in British broadcasting. With this knowledge we were able to design and deliver a truly unique and spectacular VIP event." The tower was set aglow in colour changing light from Martin Professional Exterior 1200 Washes, programmable IP65-rated 1200W luminaires with a CMY colour mixing system and uniform distribution of light and colour. The fixture's zoom feature and narrow beam angle option allow for a controlled beam with little light spill.

www.martin.com

BOX OF TRICKS

Interactive Lightboxes have been installed at LightAct's headquarters in Ljubljana, Slovenia. As it is located on a dark street, LightAct wanted to create something that would blend into the environment while at the same time attract visitors and encourage them to interact with the installation.

The interactive lighting scheme lets the lightboxes play around by themselves in a lifelike pattern when there is no-one in the vicinity. That alerts the approaching people that there is something happening there.

However, when the visitor approaches the light suddenly moves towards him and starts to follow him. This creates a beautiful movement of light that suddenly becomes much more 'alive'.

[www: lightact-system.com](http://www.lightact-system.com)

