



AUDIOVISUAL

KATARA PLAZA

Doha, **Qatar**

Ceremony presenting the Katara Plaza project - commercial, cultural and leisure complex located in the Culture Village of Doha.

ACCIONA Producciones y Diseño selected CYAN to carry out art direction and production of this singular installation consisting of a large format projection, also ported to a virtual reality application.

The audiovisual show combined mapping and innovative immersive projections to highlight the unique identity of the Katara, based on the concepts of elegance, glamor, culture, leisure, health, while highlighting the most characteristic elements of its unique Victorian style architecture.

2015

PHOTOS CREDITS COURTESY OF APD

ACCIONA PRODUCCIONES Y DISEÑO

CyAn

KATARA PLAZA

Doha, Qatar

Cyran



PHOTOS CREDITS COURTESY OF APD

PRODUCTION

SHOOTING

POST PRODUCTION

MOTION GRAPHICS

SOUNDTRACK

VIDEO MAPPING

EVENTS / SHOWS

ART DIRECTION

ILLUSTRATION

ARCHITECTURAL VISUALIZATION

CG ANIMATION / VFX

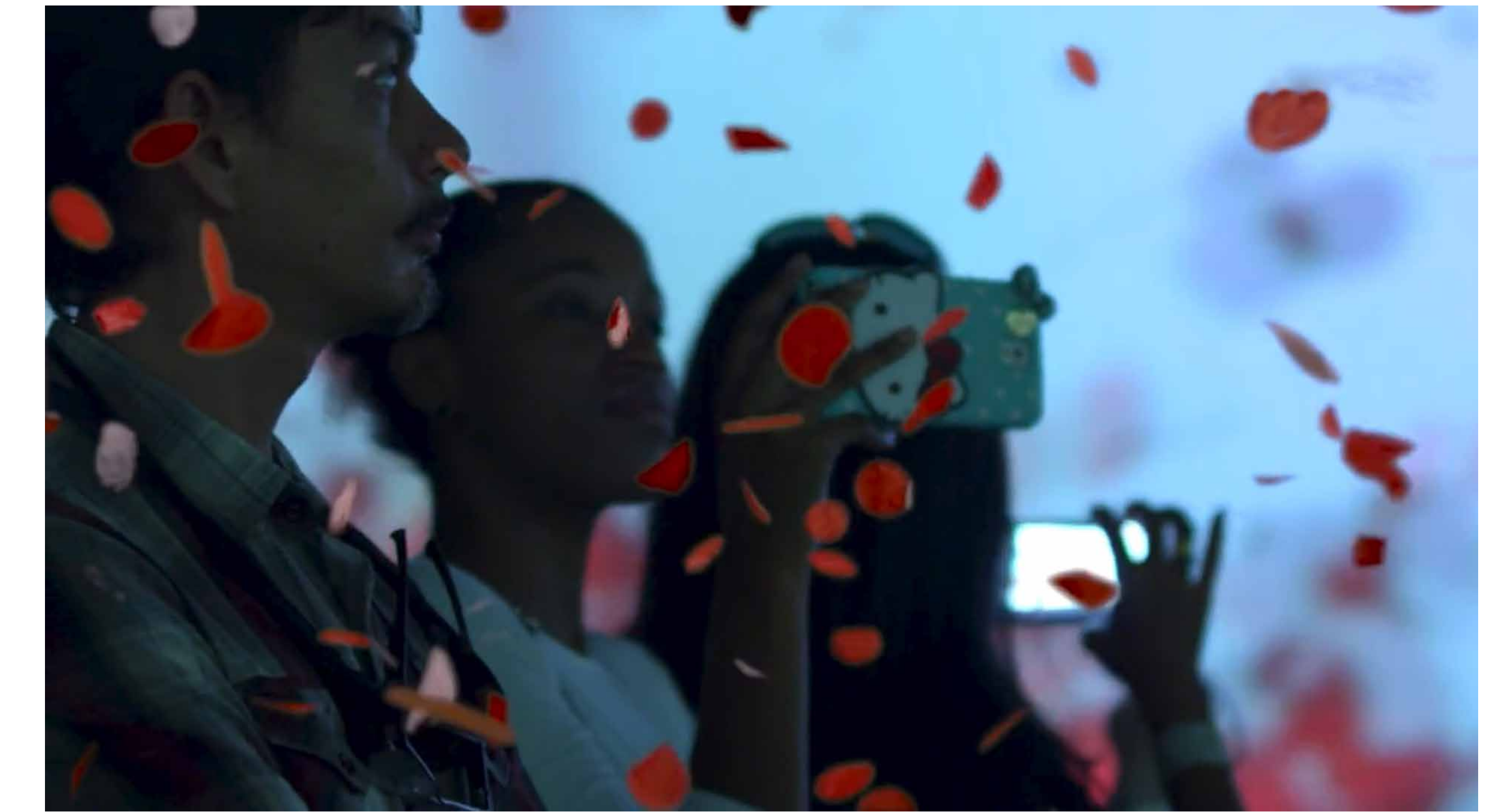
TECHNICAL ARTIST

MOTION CAPTURE

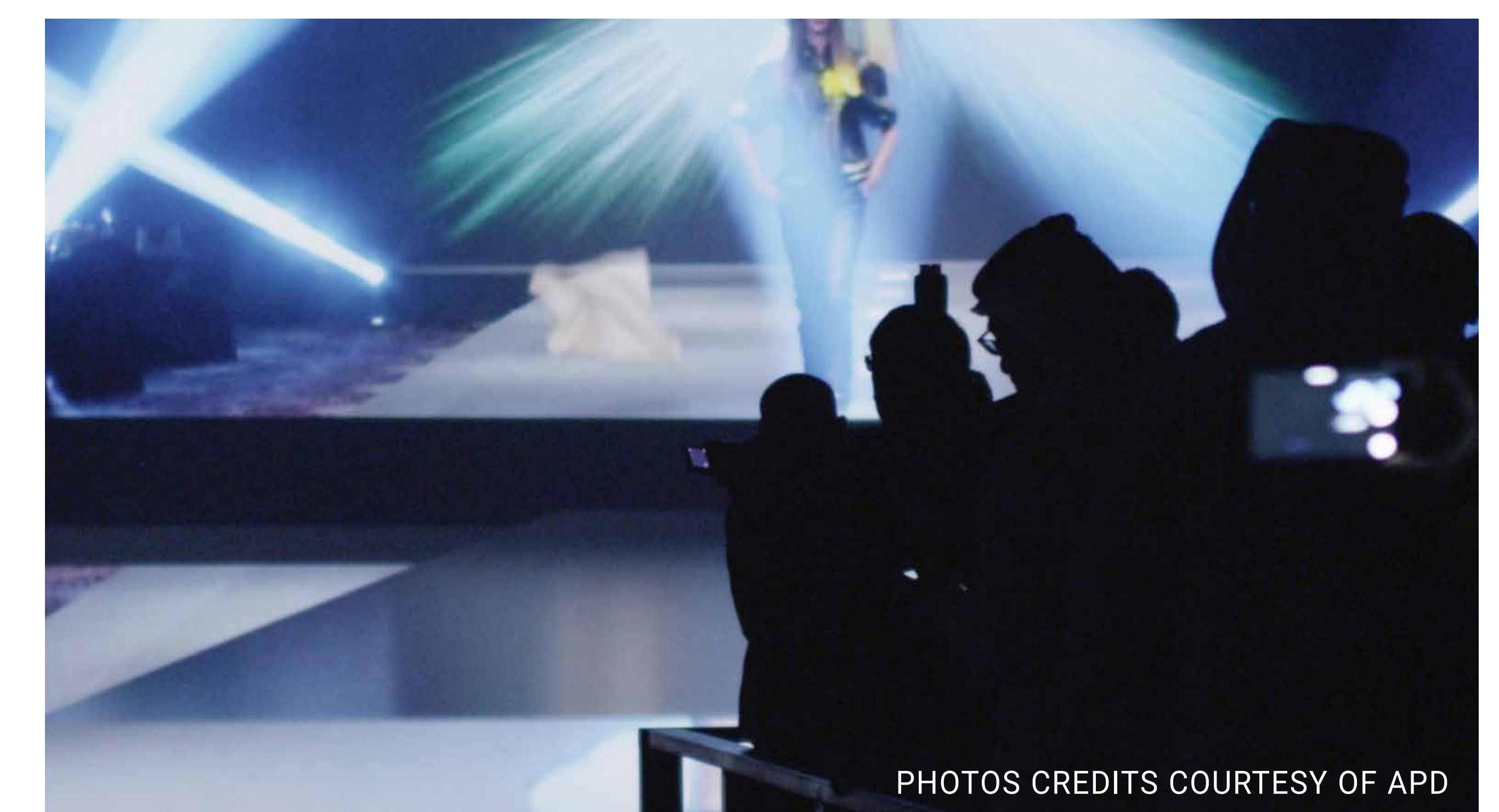
CHARACTER ANIMATION

PIECE 1 > The primary space consists of an enveloping curved projection made up of two large screens, 14 meters long and 7 meters high each, using a mapping technique highlighting the architectural singularities of the project.

PIECE 2 > The secondary space is configured as a great 4D immersive projection. This was done on a 750 m2 screen (108 meters long by 7 meters high) with twelve projectors of 20,000 lux each, plus 7.1 surround sound.



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