



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

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ACCIONA PRODUCCIONES Y DISEÑO

**CyAn**



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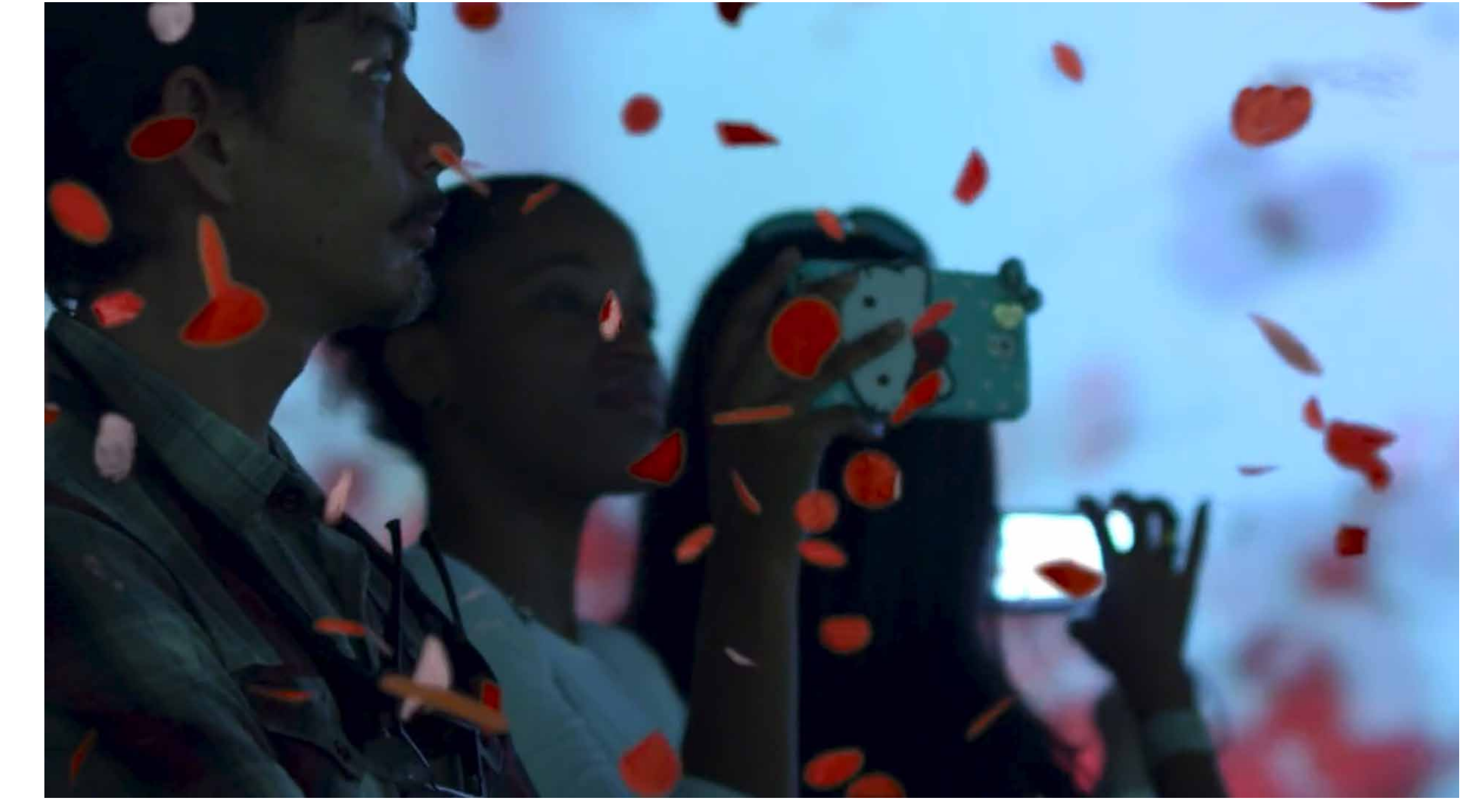
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- PRODUCTION
- SHOOTING
- POST PRODUCTION
- MOTION GRAPHICS
- SOUNDTRACK
- VIDEO MAPPING
- EVENTS / SHOWS
- ART DIRECTION
- ILLUSTRATION

- 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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