



## CASE STUDY

# Spectacular mapping by the artist Refik Anadol on the façade of Casa Batlló

Panasonic projectors cover the façade of Casa Batlló with life, with the projection of the mapping "Living Architecture" by the digital artist Refik Anadol, an initiative in collaboration with the Associació Aprenem Autisme and the Adana Foundation.

Location: Casa Batlló - Barcelona

Product(s) supplied: **PT-RQ50K**

## Challenge

To take Gaudí's legacy to the future on the façade of Casa Batlló, maintaining a good linearity despite the different plans and volumes of the building.

## Solution

A triple dual-stack with the PT-RQ50K 50,000 lumens 3-Chip DLP laser projector ensured simplicity in assembly and adjustment.



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**Cristian Molina**

video technician and project manager at BLOCK AUDIOVISUALS



Panasonic projectors have transformed the façade of Casa Batlló into an audiovisual show based on nature and starring the universe of Antoni Gaudí, an initiative that has subsequently become a digital work of art in NFT (Non Fungible Token) format that has been auctioned for 1.3 million euros in New York. 10% of the proceeds have been donated to the Associació Aprenem Autisme, and the Adana Foundation that support neurodiversity.

The owner of the work of Refik Anadol will enjoy pioneering work, a dynamic NFT that changes depending on the climatic data of the city collected in real time and the ephemeris that are celebrated on the façade of Casa Batlló (for example: Sant Jordi, Christmas, social lights ...).

The auction was held at Christie's auction house in New York, as part of the house's week of sales in spring and the work of Refik Anadol has been the only work in NFT format.

## **"Living Architecture", a multi-sensory mapping experience**

The mapping projection at Casa Batlló, with the use of Panasonic projectors, was carried out within the framework of the CELEBRATION OFFF festival and the Integrated Systems Europe (ISE) fair. In this way, the projectors of the company contributed their touch of magic on May 7 at night, through the projection entitled "Living Architecture", open to the public in different passes during the day.

"Living Architecture", the work of digital artist Refik Anadol, takes Gaudí's legacy into the future with a striking projection on the façade of the emblematic Casa Batlló. Through the mapping in three dimensions, twelve minutes long, and the cutting-edge technology of Panasonic, one of the most emblematic buildings in Barcelona paid tribute to the work of the maximum representative of Catalan modernism.







The company in charge of the mapping has been the Catalan company Block Audiovisuals, who affirm that the biggest challenge they encountered was to maintain a good alignment of the projectors due to the different plans and volumes of Gaudí's building. To offer and guarantee the needs of the artist, it was decided to divide the façade of Casa Batlló into three and make a double stacking in each of the areas. In this mapping, more than 400 lux/m<sup>2</sup> were reached, giving a spectacular luminosity.

Thus, Cristian Molina, video technician and project manager at Block Audiovisuals with 20 years of experience in the sector, says that "Working with a good product and surrounding yourself with the best is very important. In this case, both the Refik Anadol project and the technical team and the quality offered by the Panasonic PT-RQ50 projector have been a guarantee of success. In this sense, one of the things that has surprised me the most about this projector, in addition to the range of colours and the veracity with which it reproduces the contents, is the quality and sensitivity of the lenses when adjusting them, absolutely wonderful."

Similarly, Cristian concludes "Another thing that has fascinated me about the PT-RQ50 is the little margin of overlap it needs to adjust the gamma of black and white, less than 20 cm in this specific case, something unthinkable with other manufacturers, and with which we obtained a completely uniform result."

To carry out this video mapping, 6 PT-RQ50 projectors of 50,000 lumens with 3-Chip DLP laser technology and native 4K resolution were used. A model that provides unprecedented extraordinary image quality and allows you to create impressive experiences with ease and security.



Cristian Molina, David Galvez, Eric Morera and Francesc Risa

