



CASE STUDY

"Captivating 'The Life of HOKUSAI': A Fusion of Art and Technology in Bologna

Panasonic's 4K 20.000 lumens projector illuminated "The Life of HOKUSAI," a seamless fusion of art and technology, leaving an indelible mark on the audience and redefining the performing arts landscape.

Client: Global Business Labo Inc.

Location: Bologna, Italy

Challenge

To faithfully express Hokusai's paintings and the artworks inspired by him on the big screen.

Solution

The 4K projector PT-RQ22 offered the high-definition, brightness and necessary black level to accurately express Hokusai's masterpiece.

"The projector plays a pivotal role in creating an immersive ambiance, where audiences are transported into the world of Hokusai. Its high-definition projection, impressive brightness, and precise expression of "black" all contributed to the authenticity and grandeur of the production."

Katsumi Sakakura

Director/Actor

Global Business Labo Inc.

In the enchanting city of Bologna, a groundbreaking production titled "The Life of HOKUSAI" unfolded, captivating audiences with its seamless fusion of artistic brilliance and cutting-edge technology. At the heart of this mesmerizing visual experience was Panasonic's 4K 20,000 lumens 3Chips DLP projector, which played a pivotal role in bringing to life the timeless artistry of the great Japanese artist, Katsushika Hokusai.

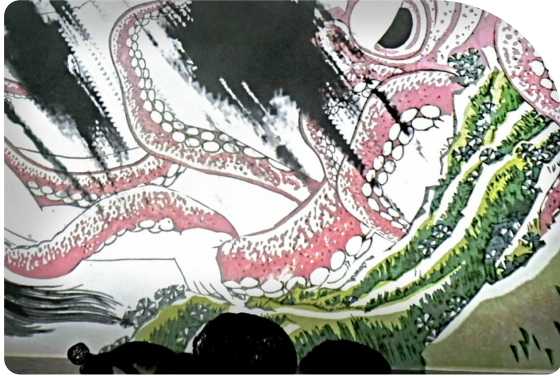


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Shin Sugimoto

Producer

Global Business Labo Inc.



The visionary producer, Shin Sugimoto, was at the helm of this ambitious endeavor. With unwavering determination, Sugimoto sought to create an immersive experience that would transcend traditional performance arts. Through his collaboration with renowned Director/Actor Katsumi Sakakura, the concept of "projection live" was conceived, setting the stage for a truly unique visual expression.

However, the journey towards realizing this grand vision was not without challenges. One of the most significant obstacles was the issue of color contrast in video projection. To ensure that Hokusai's vivid and intricate artworks were faithfully represented on the screen, Sugimoto and his team turned to Panasonic's high-definition projector.

"I am delighted that all of Hokusai's artworks featured in the video expression were enabled to utilize authentic painting data borrowed from museums. This allowed us to faithfully capture the delicate 'Hokusai Line,' which is the essence of Hokusai's charm, and reproduce its colors in a state that closely resembles the original paintings. These achievements were pivotal in the success of our work," explained Sugimoto. "





The momentous achievement of "The Life of HOKUSAI" did not go unnoticed. In 2022, the production was honored with the prestigious "Cool Japan Matching Award," a testament to its cultural significance and international appeal. Shin Sugimoto graciously acknowledged Panasonic Connect's technical cooperation as an indispensable component of this success, demonstrating the value of collaborative innovation.

For Director/Actor Katsumi Sakakura, the stage transcended the boundaries of traditional art forms: "The Life of HOKUSAI" is not a mere musical, a drama, or a concert— it's a new genre of comprehensive performing arts. The projector plays a pivotal role in creating an immersive ambiance, where audiences are transported into the world of Hokusai. Its high-definition projection, impressive brightness, and precise expression of "black" all contributed to the authenticity and grandeur of the production".



The overseas debut of "The Life of HOKUSAI" marked a historic milestone, as it brought the iconic artistry of Hokusai to an international audience. Audiences were spellbound by the seamless integration of art and technology, a testament to the power of innovation in redefining the performing arts landscape.



As the curtain fell on this extraordinary production, "The Life of HOKUSAI" left an indelible mark on Bologna's artistic scene. Its legacy of blending artistic mastery with technological prowess continues to inspire creators around the world, bridging cultures and generations through the timeless charm of Hokusai's art. And at the heart of it all, Panasonic's high-definition projector remains an integral part of this success story, embodying the spirit of innovation that elevates the performing arts to new heights.