



## CASE STUDY

# THE EMBLEMATIC CASA BATLLÓ RECREATES GAUDÍ'S CREATIVE UNIVERSE USING PANASONIC TECHNOLOGY

Casa Batlló is reinventing its museum visit with Panasonic projectors and spectacular audiovisual offerings.

**Client:** Casa Batlló

Location: Barcelona

Product(s) supplied:

PT-RZ660

ET-D3LEF70

## Challenge

Reinvent the museum visit with an immersive experience that brings the visitor closer to the genius of the greatest name in Catalan modernism, Antoni Gaudí.

Casa Batlló, one of the best-known architectural works of the modernist architect Antoni Gaudí, which is located in the Paseo de Gracia in Barcelona, has fused the best Panasonic technology with a revolutionary cultural visit, creating a one-of-a-kind experience that has already received different international awards.

## Solution

Equipping different spaces with AV technologies and laser projectors using 1 and 3 chip DLP, and respectfully integrating them into the environment, is a major challenge at a World Heritage Site.



In this way, Casa Batlló is revolutionizing the museum world with a multisensory visit that offers a trip to the genius of the greatest name in Catalan modernism, Antoni Gaudí, with an experience that combines the visit to the building with immersive rooms, Virtual Reality, and Artificial Intelligence, in order to create surprising artistic installations.

Impossible projections, surround sound, motion sensors, unimaginably immersive spaces and details that appeal to senses such as smell amplify Gaudí's magic in a way that is surprising, exciting and entertaining for all audiences. Thus, Casa Batlló has used several Panasonic projectors to cover different needs.

*"At Casa Batlló, we want to excite visitors by amplifying the magical legacy of Antoni Gaudí. To achieve this, we have equipped different spaces with invisible AV technologies, respectfully integrating them into the environment — a major challenge at a World Heritage Site. Therefore, it was key to hide the Panasonic projectors, but also their beam of light: only then do you really surprise the visitor and create an unforgettable immersive experience."*

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**Gary Gautier**

CEO

Casa Batlló



In order to convey the creative universe of Gaudí and relive the time, Casa Batlló has reinvented various components of their visit with the help of Panasonic technology: the immersive Gaudí Dôme room, the facilities in the attic area and a mapping of lights in the courtyard that are only visible at night.

*"Most museums or historic buildings were not built with immersive experiences in mind. That is why we put ourselves at the service of these emblematic facilities through our projectors and optics, to achieve the best possible immersive experience in rooms of any size or shape, with low or high ceilings. This way, visitors can approach the content without casting a shadow, ensuring that the technology never distracts from the immersive experience. Whether it's creating an immersive experience for a major attraction or adding interest with digital signage, Panasonic has the right projection technology (3-Chip DLP/1-Chip DLP/3-LCD), with brightness levels of up to 50,000 lumens, to fit any budget and ambition."*

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**Oriol Massague**

Field Marketing Manager

Panasonic

The Gaudí Dôme room, the first immersive room that visitors see, has a total of 36 projectors, 30 of the PT-RZ660 model and 6 of the PT-JX200, and a dome with more than 1,000 screens located on a sculptural set that represents a young Gaudí. It brings the natural universe that inspired the Catalan architect to life, letting the visitor participate in the creative experience. In this new space, the projectors allow video to be projected onto surfaces that are difficult to map with any other technology. It's also important to choose ultra-short optics so that the visitor does not interfere with the projected image.

In the attic of the house, a space traditionally reserved for domestic chores, various projections propose a peculiar trip to the past, recreating everyday activities in the home. Thus, the visit invites viewers to imagine these situations through special installations, with projections of surprising images such as a washerwoman and ironer from the period.

Finally, in the mapping of the patio, located in the courtyard of Casa Batlló and inspired by the Mediterranean Sea, a continuous waterfall is projected with seven 20,000-lumen 3-Chip DLP laser projectors. Since the area has lots of natural light, especially powerful projectors were used. Thanks to the ET-D3LEF70 fisheye optics, the mapping adapts perfectly to the projection area.

