



CASE STUDY

Panasonic projectors light up Notre-Dame's historic reopening ceremony

Client: Notre-Dame de Paris

Location: Paris, France

Product(s) supplied:

PT-RQ35K



Challenge

Deliver flawless image quality for a historic event broadcast internationally, with perfectly synchronized visuals and audio—all on a tight schedule.

Solution

Leveraging their experience with Panasonic projectors, AV Extended recommended the use of 30 <u>PT-RQ35K</u> 3-Chip DLP 4K projectors to create a visually captivating experience for this hugely significant cultural moment.

Reborn from the Ashes

Notre-Dame de Paris, the iconic Gothic cathedral on the Seine, is a symbol of history and faith. It holds a special place in the hearts of Parisians and visitors alike. After the devastating 2019 fire that destroyed its roof and iconic spire, a five-year renovation brought it back to its former glory and it reopened on December 7, 2024.

The re-opening ceremony was an extraordinary creative, technical, and logistical undertaking. Multiple technology partners collaborated in indoor and outdoor settings on this amazing heritage site to deliver an experience which was watched by thousands of spectators and with millions of television viewers worldwide.





"I drew inspiration from the cathedral's unique elements—the bells, artwork, choir voices, and classical style. I wanted a universal message so everyone could connect with my music and feel inspired to visit Notre-Dame."

Michael Canitrot

DJ/Producer



A Show Like No Other

With the world watching, Notre-Dame's facade was transformed by a mesmerizing light show in gold, white, and blue, seamlessly blending its Gothic architecture with modern projections.

The Monumental Tour, created by DJ Michael Canitrot and **AV Extended**'s Jérémie Bellot, merges electronic music with history to offer unique immersive experiences at heritage sites worldwide, embarking spectators in a breathtaking journey. While Michael defines the storytelling, AV Extended designs the video mapping display—spanning hundreds of square meters—integrating intricate architectural details with modern visuals and electronic music.

Additionally, event specialists **Alabama Media**, part of the **Novelty Group**, were tasked with the technical production, responsible for bringing the audio and visual experiences together.

Panasonic, a long-standing partner of the Monumental Tour, played a pivotal role, powering the illumination with its industry-leading projector technology.



Powerful Projection Technology

The Panasonic RQ35K is the world's smallest and lightest 30,000 lumen 3-Chip DLP 4K projector, which made it the perfect fit for the site set-up whilst offering brilliant brightness levels for outdoor projections. Offering stunning 4K visuals with Panasonic's Quad Pixel Drive, Dynamic Contrast functionality, and 20,000 hours of maintenance-free projection, the **RQ35K** is perfectly suited to complex, multi-projection environments that deliver seamless and immersive viewer experiences.

Photo credits: @geoffrey Hubble, @monumentaltour, @michaelcanitrot, @SUPERBIEN, @ClementHahusseau















Collaboration combined with meticulous planning

A ceremony of this magnitude required meticulous preparation with extensive planning in the pre-production phase.

Jeremie Bellot and the **AV Extended** team worked on the 3D Modelling of the facade, the warping, the layout plan, and the integration with light and audio. They also shared the visual creation with François Deretz.



AV Extended used Modulo Pi Kinetic media servers provide by **Alabama media**, a powerful mapping tool, to design and simulate the mapping, and encode and control the show.

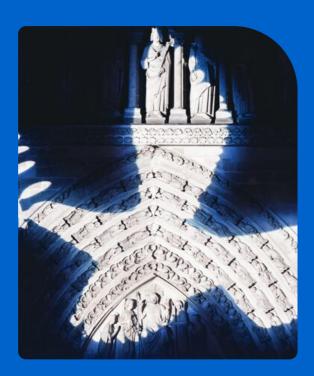
Alabama Media mobilised a team of technicians and engineers who worked for several days to ensure the flawless integration of every element. This included projector set-up, Modulo Kinetic media server, cabling and the integration of control systems working in collaboration with lighting and sound teams.

Strategic projector placement ensured complete facade coverage, with elevated platforms and custom mounts enabling seamless projection. The installation was completed in a single day, followed by four nights of adjustments and thorough testing.

"Notre-Dame's facade is a unique canvas, and Panasonic provided the precision and power we needed to bring our artistic vision to life."

Jérémie Bellot Founder AV Extended





A Grand Finale

During the ceremony, **Alabama Media** provided real-time technical support, while **AV Extended** directed the breathtaking 10-minute finale. The sequence closed with a dove flying across Notre-Dame's iconic twin towers in hues of blue and gold, symbolizing hope and rebirth.

The event showcased how technology can bring a moment in history to life and serves as testament to how technology can unite the past with modern innovation, seamlessly blending art and music as Notre-Dame was reborn on an international stage.

"The eyes of the world were on this monumental reopening, and with Panasonic's superior technology, we delivered a visually stunning, immersive experience."

Joel May Alabama Media





