

Case Study

Spell-binding audio visual artwork for Icelandic artist



The Vinyl Factory is an independent British music and arts enterprise encompassing a record label, vinyl pressing plant, gallery spaces, record shop and music magazine. Its gallery and event space in central London, The Vinyl Factory Soho, has seen performances from Kraftwerk, David Bowie and Punk. www.thevinylfactory.com

Industry: Art

Region: London, UK

Installation Company:



Based in Stockton on Tees, ArtAV is a world leader in providing perfect audio-visual installations in galleries and museums around the globe.

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Challenge: The Vinyl Factory, an independent British music and arts enterprise, needed unobtrusive high resolution projectors for its exhibition premiere of Icelandic artist Ragnar Kjartnsson.

Solution: AV experts ArtAV installed nine of Optoma's lightweight EH415e Full HD projectors with a synchronised Hypersync-e playback system.

Results: The exhibition was a huge success with hugely positive national coverage from Time Out and the Guardian.



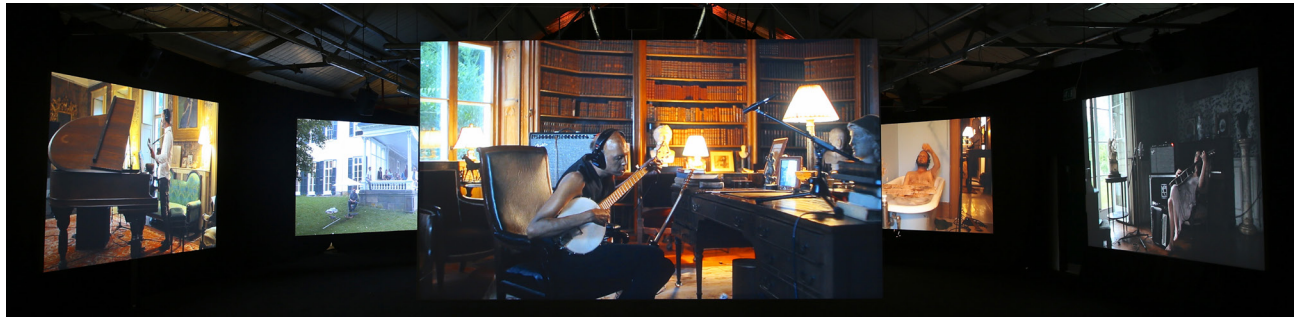
Challenge

The Vinyl Factory was planning an exhibition premiere of Icelandic artist Ragnar Kjartnsson's acclaimed multi-screen audio visual artwork, *The Visitors*, and appointed ArtAV to oversee the installation.

The work features performances from different artists filmed in various rooms amid the fading grandeur of a 200-year old villa in New York State. These would be projected onto nine 3.4m floating screens at the London-based Vinyl Factory event.

The artist's technical consultant, Christopher McDonald, was keen to ensure that both the visual and audio aspects of the work were exhibited to the highest quality while working within the project's budget.

To ensure viewers were not distracted from the performances, the projection technology needed to be unobtrusive and as quiet as possible.



Solution

Nine Optoma's EH415e projectors were chosen for the exhibition due to the fact they are compact, lightweight and offer the image quality of larger projectors.

Nick Joyce from ArtAV said: "One of the key design briefs was that the projection technology was kept as unobtrusive as possible. The small size and excellent technical specifications made the Optoma 415e the ideal solution."

This Full HD 1080p projector has vertical lens shift, enabling the team to get the imagery exactly where it was needed.

The synchronised Hypersync-e playback system used for the exhibition was ArtAV's own bespoke design, built for the install. Controlling Blackmagic Design Hyperdeck Studio players, the system was able to produce 10 Bit 4.2.2 frame accurate video across all nine screens. JBL LSR4328P studio reference monitors were provided to truly reproduce the intricate soundscape of the artwork.



Equipment List:

9x EH415e projectors



Full HD 1080p clarity combined with vertical lens shift and amazing colours, make the compact Optoma EH415e projector an ideal candidate for both desktop and installation use.

Results

The install was a huge success with national coverage from the likes of Time Out and the Guardian, which described the exhibition as ‘spell-binding’.

The Vinyl Factory was also highly complementary. Curator and Creative Producer Joana Seguro said: “ArtAV delivered a superb installation - one of the highest quality we’ve had in the space. I wouldn’t hesitate to work with them again”.

Nick added: “Within the full HD 1080p projector range, the Optoma EH415e offered great image quality with an excellent contrast ratio giving us the perfect projection solution for this installation”.





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Courtesy of the artist, Luhring Augustine, New York and i8 Gallery, Reykjavik.