

Mapping a new landmark

GOTHENBURG, SWEDEN: Standard practice for hotel launches is to invite local press, some travel writers, a celebrity or two and a sample of the type of clientele for which the hotel was designed. Canapés, champagne and - for the more sophisticated establishment - a goodie bag are *de rigueur*. Everyone has a look about, gets drunk then goes home and forgets about the hotel once they've recovered from the party.



Gothenburg in Sweden is a city that has undergone massive changes. As a new generation moves in, the city has become a hotbed of advertising, architecture, music, fashion and technology communities. Gothenburg is no longer simply Avenyn, shrimp buffets and football. The city is now being noticed as a seat of innovation, creativity and new initiatives. The Clarion Hotel Post is a new luxury hotel that caters for the modern Gothenburg and reflects the new image of the city in its historical settings of the harbour and heavy industry.

The hotel opened on the 26th January 2012 and it was important that the launch reflected the city's status as a creative and technology centre, and with some clever use of 4D outdoor projection, Gothenburg's newest landmark was unveiled in style.

The projection featured iconic Swedish images and manipulated the front of the hotel in front of crowds of people. In the projection finale, a giant image of Petter A. Stordalen, the Norwegian hotel mogul behind the Clarion, dances down the steps and introduces a spectacular firework display.

The science bit

Architectural projection mapping technology, where lasers scan the entire building, allowed Drive's motion graphics team to build a precisely accurate 3D model of the building. Bespoke graphics were then projected onto the façade, with the creative content designed to celebrate the beauty of the building's architecture and heritage as a post office while demonstrating its transformation into a contemporary hotel.



Six FLMHD30 projectors and a mix of live and electronic music was used, with cutting-edge lighting design techniques, involving state of the art LEDs and moving head wash lamps acting as 'sky trackers'. These filled the sky over Gothenburg before panning down onto the audience gathered in the main square.

Drive Productions are pioneers when it comes to this new technology, having previously conducted 4D projections for the likes of Nokia and Polo Ralph Lauren.

Results

Guests from around Europe stated that it was one of the most incredible visual spectacles they had ever seen and a fitting launch for the new face of Gothenburg.

2500 people were invited to the official launch party, although 12 500 people turned up to watch the projection from the square in front of the hotel.

Several videos have appeared on YouTube and have achieved a combined audience in excess of 10 000 people (as of 2 Feb 2012).

Ben Fender, company director of Drive Productions, comments: "The creative behind this project really marries the old with the new, bringing together period architecture and historic footage with state of the art technology and futuristic design.

Using projection, music and lighting as key aspects of a wider launch party was an exciting challenge."

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