

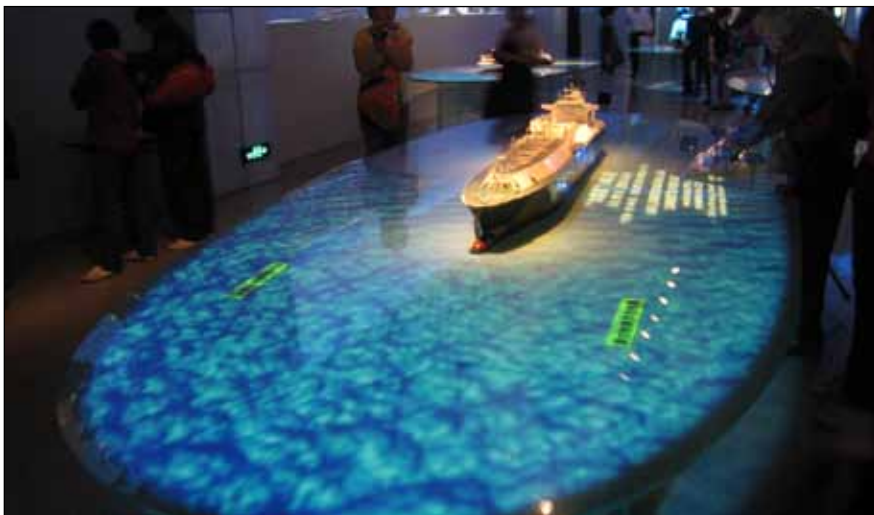
SHANGHAI WORLD EXPO

SHIPBUILDING PAVILION - DESIGN & INSTALLATION BY: SHENZHEN-SMI



CONCEPT

Shanghai is the latest to host the World Expo that originated in 1851 in London. Shanghai 2010 focuses on urban civilization in the 21st century, and the desire for better future urban environments for all humankind. The Shipbuilding Corporation Pavilion, constructed itself from a shipbuilding facility and thematically built to resemble an ark, exhibits all facets of present and future shipbuilding. The Pavilion includes interactive projected screens, video ship port-holes and educational videos projected onto large curved walls. Although Shanghai Expo 2010 will close after this year, the Shipbuilding Pavilion will continue as a permanent exhibition.



CHALLENGE

With 63 specialty projectors of various nature, including some that require interactivity and some multi-projector edge blended displays, the Shipbuilding Pavilion is a series of challenges in off-axis projection, unusual surface projection and Edge Blending.

SOLUTION

Image AnyPlace forms an integral building block to the design and construction of the AV installation for the Shipbuilding Pavilion, and was included in the AV design of the Pavilion from the start. The programmable nature of Image AnyPlace provides the ability to conceive AV displays that could be implemented in no other way, and the flexibility to quickly adapt to onsite changes in design requirements. Shenzhen-SMI completed the ambitious installation of all 63 special projection systems within 8 weeks. The Shipbuilding Pavilion opened on time on May 1, 2010, and is expected to be seen by hundreds of thousands of visitors.



Image AnyPlace™