

NEC Display Solutions Client Installation Entertainment, Leisure and Hospitality

Blank Hotel “White in the City” by Caberlon Caroppi

Multimedia installation brings a sensory experience



“White in The City “ is the title of a visionary project which, during Milan Design Week (3rd-9th April, 2017) brought together some of the leading international artists with a set of installations shown in four of the most beautiful architectural jewels of Milan in the district of Brera. Within this project was the multimedia installation “Blank Hotel”, at the historic Cusani Palace, organised by 3P Technologies, partner of NEC Display Solutions.

The Challenge

The architects, specialists in the world of hospitality, chose to recreate a completely white hotel room, ‘Blank’; like a pristine canvas, an unwritten page, a finite place and space, but with infinite opportunities for expression. Blank Hotel is a place where the guest is able to express his or her own emotional passage, leaving a sign, or a colour, and in this way to contact and communicate with previous and future guests. The installation encourages the visitor to become an active part of the installation itself, taking a photo with a touch monitor, for which a customised software has been created, and to personalise it by associating it with a range of colours linked to a spectrum of emotions and feelings. The photo, immediately projected inside the room above the head of the bed creates a virtual wall of faces and emotions. A second projector projects down onto the bed with words linked to the emotional sphere.

The NEC Solution

3P Technologies managed the design, production and hiring of multimedia audio-video systems, with technological skills in the hardware and software sector. It boasts a museum division and among its latest set-ups is the record exhibition in 2016 “David Bowie Is” at the Venice Pavilion at the XV International Architectural Exhibition of the Biennale, as well as numerous works in co-operation with leading architectural offices in Milan for integrated systems in the world of HO.RE.CA.



SITE INFORMATION

Sector

- Entertainment, Leisure and Hospitality

Client Information

- Palazzo Cusani
Via Brera 13-15 MILANO
www.whiteinthecity.com

Integration Partner

- 3P Technologies
www.trepi.it

Installed

- April 2017

EQUIPMENT

- NEC PX803UL and P502HL

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3P Technologies has always promoted technology for use by art and architecture and chose to install NEC laser phosphor projectors, PX803UL and P502HL, characterised by the superior cinematographic image quality, particularly on wide screens, thanks to the ability to process 4K signals, perfect for indoor installations.

The Results

"White in The City " was the most widely visited and innovative event of the year, celebrating white in all its facets. The project sees white as the colour which, more than any other, reveals the close relationship between individual achievement and social pollution. The project engineer of 3P Technologies, Leonardo Castellani, fully achieved his objective, succeeding in interpreting and updating the concept of the Caberlon Caroppi studios, which had commissioned the project.



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