

A TurnRound for events this summer?

Submitted by: TurnRound

Tuesday, 2 February 2021

Could Projection-Mapping be the must-have for a socially distanced event this summer? Outdoor events could be back later this year; albeit a little spaced out!

Projection-Mapping — creating breathtakingly beautiful nighttime events with high powered laser projectors, transforming surroundings by remodelling any surface with light — storytelling with photons — the ideal medium for those planning an unlocked event 2021.

Over the lockdowns, specialist communications company TurnRound #multimedia has been developing its mobile projection units (<https://www.turnaround.design/present/projection-mapping-companies/>) — building on many years of experience in the corporate events sector. Their self-contained mobile projection systems provide an uncomplicated solution for many occasions — arrive and shine.

Ross Lammas from TurnRound said: "It's been a sobering time for those working in the events sector, with many freelancers and companies slipping through financial support given to other industries. All creatives are endeavouring to make real-world happenings later this year — and I see Projection Mapping as a way of creating memorable and safe real-world experiences this summer."

What is Projection Mapping?

Projection-Mapping (https://en.wikipedia.org/wiki/Projection_mapping) — beaming images onto three-dimensional objects has become possible through the development of high-powered digital projectors. Plus, 3D scanning software that allows Artist and Designer to digitise real-world objects into a virtual canvas for painting and storytelling with light. Unlike cinema, Projection Mapping — often called Video Mapping, Augmented Spatial Reality — takes a distinctive approach. Rather than projecting onto a flat or slightly curved screen, images are beamed directly onto three-dimensional objects — creating immersive multi-sensory real-world experiences on a potentially enormous scale.

([https://en.wikipedia.org/wiki/Projection_mapping#/media/File:Vivid_Sydney_-_Opera_House_sails_\(9002375891\).jpg](https://en.wikipedia.org/wiki/Projection_mapping#/media/File:Vivid_Sydney_-_Opera_House_sails_(9002375891).jpg)) Any reflective surface is your canvas, from buildings and natural landscapes to vehicles and even interiors or exhibition spaces.

Applications include:

- art installations
- building illumination
- event experiences
- exhibitions
- film or theatre effects
- festivals
- guerrilla & street promotions
- interior design
- launches
- retail

virtual billboards

- Ends -

NOTES TO EDITORS

About TurnRound

With over thirty years of experience in the events sector, TurnRound (<https://www.turnaround.design/>) is one of the UK's most established digital media companies, with projection services at the core to their offering. They guide clients through the options, developing a coherent strategy to deliver that wow factor — both technically, creatively and within budget. TurnRound's other specialities include content creation and app design.

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