

Atelier des Lumières, Paris, France

Klimt meets digital in Paris and it's *l'amour* at first sight!

The laser projectors project razor-sharp images with high contrast, thus depicting the images in the most lifelike way possible.

Bruno Monnier,
CEO at Culturespaces



BARCO SOLUTIONS

- 128 x Barco PGWU-62L laser projectors
- 16 x F50 WUXGA

KEY BENEFITS

- High contrast
- Reliability

In April 2018, Parisians discovered their very first digital art center: l'Atelier des Lumières. Set in a former foundry that dates back to 1835, the center brings the paintings of renowned artists to life thanks to a breathtaking immersive sound and visual show.

Sound familiar? That's because Culturespaces, the company behind the new art center, has been organizing similar immersive exhibitions at Carrières de Lumières, in the southern French town of Les Baux-de-Provence since 2013. Both there and in Paris, Barco ensures that the artwork is projected to highlight even the finest details.



Bruno Monnier is a man on a mission. When his company Culturespaces took over management of the Carrières de Lumières at Les Baux-de-Provence, he turned the former underground quarry into one of the most remarkable tourist attractions in Europe. The idea? To totally immerse visitors in huge projections of major artworks such as Bosch, Breughel and Arcimboldo. The art center even won a 2018 THEA award – the Oscar of the theme park industry! But Mr. Monnier had another idea: to bring this big-screen, immersive experience to the heart of Paris. So welcome the Atelier des Lumières!

Getting immersive with Gustav Klimt

When Bruno Monnier discovered an old foundry in the 11th arrondissement of Paris in 2014, he immediately knew he had found the perfect location for l'Atelier des Lumières. After three years of renovation, Culturespaces called on the technical expertise of integrator Cadmos to furnish the venue. Cadmos equipped the former foundry with Barco projectors to depict paintings of Gustav Klimt and others on an amazing 3,300m² of projection space (walls, ceiling and floor).

Razor-sharp images that run 24/7

"When we teamed up with Barco to equip the quarry in Provence, we agreed to work with them for the Paris venue as well. Fortunately, our experience in Les Baux-de-Provence was very positive," Bruno Monnier laughs. "Barco proved to be a real expert and the team is motivated and always ready to help. Most importantly, the more than 100 laser projectors that they installed project razor-sharp images with high contrast, thus depicting the images in the most lifelike way possible." The projectors are very reliable – a must as the exhibition runs 24/7 – require hardly any maintenance and are monitored remotely.

Reaching a more critical audience

But replicating the Carrières in Paris would not be enough. Augustin de Cointet de Fillain, Director of Art and Music Immersive Experience, explains: "The Paris audience is different. While in Provence, we mainly welcome tourists, many art lovers visit the Atelier. They are more critical and pay close attention to details. So we decided to add some extras to the location in Paris: we make images move here and there, play with mirrors, project on cylindrical surfaces and water, etc." Top image quality was key, yet challenges abounded: it was not easy to project onto the 10-meter-high walls, and as the space is smaller, the audience is closer to the artwork and thus able to see more detail.

Inspiring people to experience art

128 laser PGWU-62L projectors prove they're up to the challenge. In addition, Culturespaces added 16 F50 'panoramic' WUXGA projectors with short-throw lenses. Together, the Barco stack presents the work of Gustav Klimt, Egon Schiele and Hundertwasser in breathtaking colors and detail. Bruno Monnier is happy: "Our mission is to make artwork accessible to as many people as possible and enable the art to bring people together. Our immersive concept really lets people experience art. As premier image quality is key to achieving that aim, we've found the best possible partner."

Barco is a good partner for us because we both have the will to build something together. We engage with each other in order to lift the project upwards.

Augustin de Cointet de Fillain,
Director of Art and Music
Immersive Experience

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