

# Press Release

## July 2006

### HoloSign shines for the Crown

Michael Bleyenbergs designs artwork with HoloSign for the administrative headquarters of the Crown Estate in London

London has a new attraction.



The artist, Michael Bleyenbergs, has created a two-piece installation with HoloSign in front of the new headquarters of the Crown Estate Company in the centre of the British capital.

The building is very well situated, in Regent Street, and the British royal estate is administered here "in the name of the Crown".

This place, which previously went more or less unnoticed, has been given new attraction by this light object. The special HoloSign elements are used to encourage visitors to rediscover the location.



The installation consists of two elements: a pillar mounted on the ceiling in the passage points the way to a five-metre "lighthouse" at the entrance to the building. Employees, visitors and passers-by are presented with a visual connection between the two main shopping streets, Regent Street and Savile Row, which invites them to go and explore further.

The triangular shapes of the two installations create the image of a prism. The interplay of colours of the holographic optical elements adds substance to this impression.

The artist Michael Bleyenbergs, who was born in Duisburg, also designed the HoloSign, which is now known all over the world, in the outside façade of the German Research Institute (Deutsche Forschungsgesellschaft) in Bonn in 2001.

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Projektions Systeme

### The Technology

Both the artwork elements are special HoloSign constructions. The triangular pillar is equipped with three HoloSign screens, positioned vertically above each other, per side (nine HoloSign elements in all). Each individual HoloSign screen in the pillars has its own design, created by the artist. Both pillars are "illuminated" from within; the ground prism by low-voltage halogen lamps and the hanging prisms by fluorescent tubes with a certain light spectrum.

This eye-catching light project was developed by the artist Michael Bleyenberg in cooperation with an engineer from pronova Projektionssysteme (who was responsible for the lighting technology).

The construction and metal construction of these prisms was carried out by pronova's partner, exact planwerk ([www.exact-planwerk.de](http://www.exact-planwerk.de)).

You can find further information on HoloSign at:

<http://www.holopro.de/holosign.html>



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Bergisch Gladbach, 10.07.2006