

Pressemitteilung Press Release

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Projektions Systeme

HoloPro™ at Cartier in Paris

The installation was made as part of the Cartier marketing campaign for the Love jewellery collection over the months of May and June 2006. It is presently on display inside the Cartier store at 154, avenue des Champs Elysées, Paris. The installation has been planned by the artist Pascal Gauchet, owner of the Atelier Holographique de Paris.

The idea was the "fragmenting" of space by having several screens on which images would interact one with the other, leading to a general feeling of lightness and transparency with images floating, levitating in space. Four carefully chosen parts of a 60" screen were cut and laminated onto sheets of glass.



Associated with the presence of the video imagery are five animated rainbow holograms and the Love logo etched onto the glass sheets.

The combination of the different technologies led to an outstanding and attracting presentation of the new collection. A brilliant example for multiple possibilities of HoloPro™.

Contact for press relations and photo material at pronova

Projektionssysteme:

Frau Silvia Stuhm, Marketing/PR

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HoloPro™

EYE-CATCHING TRANSPARENCY