

Pressemitteilung

Press Release

HoloPro™ in the De Young Museum, San Francisco

After five years under construction, the new De Young Museum building was opened in San Francisco in October 2005. Designed by the architects of the Allianz Arena (Bayern Munich's new stadium), Herzog & de Meuron, it is the city's largest museum and contains objects that include both Western art and culturally significant objects from all over the world. The tersely designed building has different zones: galleries for paintings and open rooms. But the building is not only impressive in its exciting architecture. New paths are also being trodden with the presentation of the exhibits in Golden Gate Park. The most important parts of the collections can be „leafed through“ in a unique high-tech installation on room-high screens.

The project, developed by Propp + Guerin from San Francisco, is one of the biggest HoloPro™ installations in the world. HoloPro™ consists of holographic optical elements projected onto a highly transparent film by laser. The light-guiding effect of the HoloPro™ means that projections can be made from the ceiling onto the glass surface by rear projection. The result is a sharp, high-contrast picture – even in broad daylight.



Pressemitteilung

Press Release

The displays are installed in the museum's Kimball Education Gallery, which is open to all. They serve as a room-high, interactive presentation are displaying the main collections at the De Young Museums. Whenever the room is to be used for reception and workshops, the projection is switched off and the glass elements become part of the room's furnishings without disturbing or distracting.

„We wanted something beautiful“, says Sheila Pressley, director of the de Young Museum's Education Program. The surfaces really do provide a special experience – elegant, transparent and without any cables. The observer becomes part of the presentation. The visitor can control the presentation with gestures. The position of the hand is determined via technology made by GestureTek and transformed into actions. The multimedia illustrations have their own gallery – this is deliberate in order that they do not compete with the originals. It is the museum bosses' intention to use technology as an introduction to the actual art – nothing should distract one from the real objets d'art.

Contact for press relations and photo material at pronova Projection Systems:

Frau Silvia Stuhm, Marketing/PR