

# From 'Deadwood City' to Redwood City

An amazing renaissance powered by projection mapping



▲ Redwood City's San Mateo County History Museum set ablaze by BARTKRESA design's 3D projection mapping display.

Photo credit: BARTKRESA design

"Redwood City used to be absolutely dead on Tuesday nights," explains Eric Lochtefeld, Redwood City Improvement Association (RCIA) president and co-owner of the Fox Theatre in Courthouse Square. "The whole point of this projection mapping project was to help businesses and property owners in the downtown, so we purposely picked Tuesdays, the worst night of the week."

Although live music concerts in Courthouse Square on Friday and Saturday nights consistently attract large crowds, other nights were still sometimes 'sleepy.'

When the RCIA decided to do something about it, Lochtefeld took on the challenge. Long-impressed by the "Symphony of Lights" laser projection show he'd seen years before in Hong Kong's Victoria Harbour—"I remember there being around a million people there," he says with a laugh—Lochtefeld wondered: Could video projection mapping bring the same magic to Redwood City?

Projection mapping is an exciting projection technique that uses specialized software and other technologies to warp and blend projected images so they fit perfectly on

irregularly-shaped objects such as buildings, interior spaces and natural landscapes.

"I've always wanted to do something in Courthouse Square; it's considered Redwood City's living room," says Lochtefeld. The façade of the historic San Mateo County History Museum, located directly across from Lochtefeld's Fox Theatre in Courthouse Square, was an obvious choice.

## Mutual respect & creative collaboration

Enter audio-visual integration experts [Tekamaki](#), who would manage the projection mapping project—from design and specifications to installation and projection—as well as connect Lochtefeld with world-renowned light show artist Bart Kresa of [BARTKRESA design](#).

"Tekamaki is a really great company. They can take things to the next level that we just can't do ourselves," Lochtefeld shares. "And Bart Kresa is a world-class designer. We didn't just get any guy, we got the best. Projection mapping is not an easy art form, but Bart's been working at this for over 20 years; he's a leader in the field."

## Customer

Redwood City Improvement Association  
Redwood City, California

## Industry/Market

Location-based entertainment

## Partners

[BARTKRESA design](#), [Tekamaki](#), Fox Theatre, Redwood City Improvement Association

## Requirements

- Outdoor projection solution for a permanent projection mapping installation

## Summary

A permanent projection mapping installation in Redwood City's Courthouse Square, created to drive business downtown on sleepy Tuesday evenings

## Products

- Two stacked [Christie Roadster S+22K-J](#) 3DLP® projectors
- [Christie Twist™](#) software

## Results

The dynamic 3D projection mapping display is already a success: by the end of the first month, the weekly projection mapping display was already bringing 1000+ people to Redwood City's Courthouse Square

**CHRISTIE®**

## Like fireworks on a building

In terms of content, Lochtefeld gave Kresa creative freedom in his projection mapping show. "I want it to be like fireworks on a building," he remembers telling Kresa. "Throw all of your best talents at it... Just blow us away!"

"We were looking for a way to create a story. Part of it was showing the history of Redwood City in parallel with the development of Silicon Valley, from computer processors to future humans," Kresa shares. "And architecture is always inspiring because we look for ways to transform buildings or find different ways of expression with the façade."

They decided on a dynamic and colorful 15-minute light and music show. "Bart created a 3D character named Gaia from the future says hello to Redwood City at the end of the show," Lochtefeld says, "which was nice since we had already been looking for a creative way to thank sponsors. Gaia does that for us."

## Technical considerations

"Owning the Fox Theatre building was helpful because we actually set up the projectors on the fourth floor of our building," Lochtefeld explains. "We just had to cut out some sleeves in the windows so we could project across Courthouse Square and onto the museum."

"Bart was calling out specific benchmarks of light levels that he would want to see with his content. So we designed the system and selected the gear, and that's how we ended up with Christie," says Bob Loney, managing partner at Tekamaki. "We made sure we did our homework by looking at other products, but we were happiest with Christie. And Bart's a big fan of Christie too."

The project's projection needs are powered by two [Christie® Roadster S+22K-J](#) 3DLP® projectors, [Christie Twist™](#) image warping and blending software, and stacked on a cart custom-made by Tekamaki.

With a throw distance of 178 feet from the theatre to the museum, ambient light is a consideration, but the [Christie J Series](#) easily overcomes any concerns about washed-out images.

## Has projection mapping been a success?

The new projection mapping show has played twice every Tuesday night since the beginning of May 2015. But does it attract people downtown on 'sleepy' Tuesday nights?

"You can definitely see an increase in people coming on a weekly basis; the restaurants are busier and the shops are fuller, with more people coming out to watch the show," says Jessie McDaniel, marketing and client relationship manager, Tekamaki. "There's a real buzz going on in downtown Redwood City right now; you can certainly feel it and see it."

"Everyone's reaction is the same: they start to watch the projection mapping, they turn around, they can't figure out where it's coming from, they take out their phones to take pictures and then they just start grooving to the music," Lochtefeld explains. "Our goal was to attract 1,000 people to Courthouse Square and we hit that target on the fourth week!"

## Contact Christie

Contact us today to discover how your organization can benefit from Christie solutions.



▲ Kresa's Gaia character comes to say hello  
Photo credit: BARTKRESA design



▲ Stacked Christie projectors set up in the Fox Theatre, on a cart custom-made by Tekamaki  
Photo credit: Tekamaki

### Corporate offices

Christie Digital Systems USA, Inc.  
Cypress  
ph: 714 236 8610

Christie Digital Systems Canada Inc.  
Kitchener  
ph: 519 744 8005

### Worldwide offices

Australia  
ph: +61 (0) 7 3624 4888

Brazil  
ph: +55 (11) 2548 4753

China (Beijing)  
ph: +86 10 6561 0240

China (Shanghai)  
ph: +86 21 6278 7708

France  
ph: +33 (0) 1 41 21 44 04

Germany  
ph: +49 2161 664540

India  
ph: +91 (080) 6708 9999

Japan (Tokyo)  
ph: 81 3 3599 7481

Korea (Seoul)  
ph: +82 2 702 1601

Mexico  
ph: +52 55-4744-1790

Republic of South Africa  
ph: +27 (0) 11 510 0094

Russian Federation  
and Eastern Europe  
ph: +36 (0) 1 47 48 100

Singapore  
ph: +65 6877 8737

Spain  
ph: +34 91 633 9990

United Arab Emirates  
ph: +971 4 3206688

United Kingdom  
ph: +44 (0) 118 977 8000

United States (Arizona)  
ph: 602 943 5700

United States (New York)  
ph: 646 779 2014

### Independent sales consultant offices

Italy  
ph: +39 (0) 2 9902 1161



ISO 9001  
ISO 14001  
Richmond, Ontario

For the most current specification information, please visit [www.christiedigital.com](http://www.christiedigital.com)

Copyright 2015 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.'s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. Printed in Canada on recycled paper. Redwood City | December 2015

**CHRISTIE®**