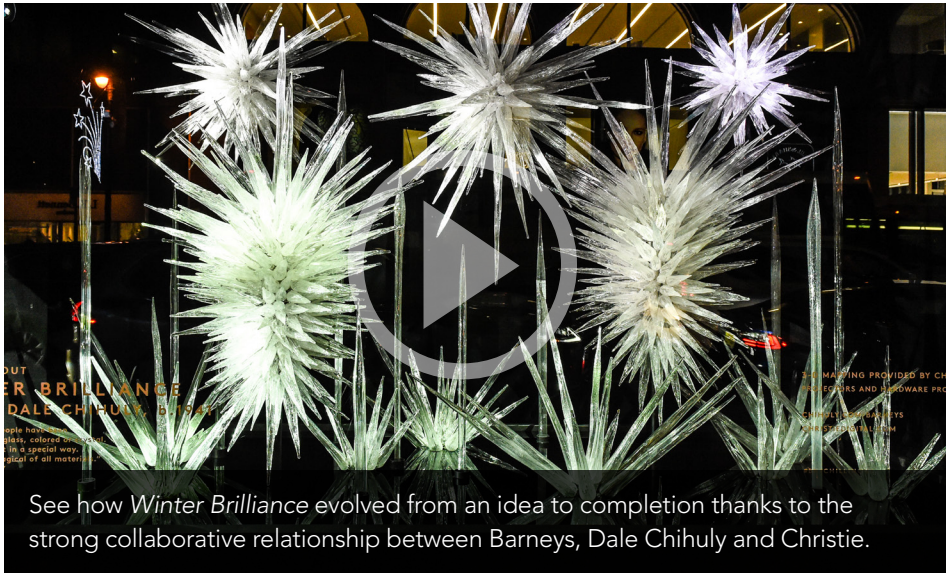


# Projection mapping illuminates glass art at Barneys New York



Experimentation, celebration, conversation – these are the guiding principles for Barneys New York’s window display strategy and theme selection. Dynamic vignettes tell stories of brands through a mixture of art, technology and music.

As Matthew Mazzucca, vice president of windows and exteriors for Barneys New York, explains, “The window displays are a threshold for our store and a platform for communicating Barneys’ and designers’ brands. They’re also a showcase for ideas that reinforce or extrapolate fashion brands and trends.” The Barneys team feeds their creativity with inspiration from a spectrum of influences, drawing ideas together and using technology in ways that provoke curiosity and incite questions from viewers.

For the 2015 holiday season, Barneys played with the aesthetic of ice and light in their *Chillin’ Out* campaign. Because of his work in creating icicle-like sculptures out of glass, Barneys reached out to Dale Chihuly, globally-renowned artist,

to create glass art in the form of star-like clusters of icicles. The resulting display was called *Winter Brilliance*, evoking the dazzling, crystalline beauty of nature’s frozen creations.

“Lighting is one of the most important elements in all of my work, and the window space posed some challenges given that the piece needed to look good both during the day and at night. Barneys introduced me to Christie® THREE-SIXTY, known for their digital projection mapping solutions. We worked on choreographing special 3D lighting effects onto the artwork. This was all new technology for me, and I am quite pleased with the results.”

#### Dale Chihuly

To bring the glass to digital life, Barneys looked to Christie for the technology, strategy and projection mapping of textures and colors onto the surfaces of the glass sculptures. Due to its innate reflective property, glass is a difficult canvas on which to project. The Christie THREE-SIXTY team faced the added

**Customer:**  
Barneys New York

**Location:**  
New York, NY

**Industry/market:**  
Luxury retail

**Requirements:**

- Seamless projection mapping
- High-brightness
- Flawless performance
- Ability to project within a confined space
- Creative concept and content development
- Installation and set-up

**Summary:**  
Barneys New York worked with Dale Chihuly and Christie THREE-SIXTY to create the *Winter Brilliance* holiday window display, featuring 3D projection mapping on glass icicle sculptures.

**Products:**

- Christie DXG1051-Q (7)
- Christie Pandoras Box (1)

**Results:**  
Teams representing Barneys, Dale Chihuly and Christie THREE-SIXTY collaborated, translating their collective artistic vision into a sophisticated fusion of digital light and glass art, and captivating Barneys visitors.

complexity of ambient light conditions during the day, as well as syncing the movement of the projected light with music from Claude Debussy's *La Mer*, streamed by Tidal.

Pierre Del Duchetto, art director from Christie THREE-SIXTY, describes their team's contributions to concept and content development, "We help clients bridge the gap between visualizing an experience and actually achieving it." The team accomplishes this by understanding clients' objectives and the desired experiences for viewers, while having a deep understanding as to how visual art and display technology can be integrated. During the process of developing concepts, they're able to educate their clients by showing them possibilities in delivering the highest impact and, thus, the highest 'return on experience' for their investment.

Because of the tight space within the window display area, Christie provided seven Christie DXG1051-Q 1DLP® projectors along with Christie Pandoras Box to manage the content. The Christie DXG1051-Q projectors were chosen because they offer high-brightness and stellar image quality in a quiet, compact package. Coupled with the Christie ultra-short throw lens with a 0.38:1 throw ratio, the projectors delivered flawless visuals within a very tight space and were also shrouded, adding to the sense of wonder. Christie Pandoras Box gave the team freedom to arrange the digital content with precision and also synchronize the various audio and video sources.

While the Christie THREE-SIXTY team has projected on glass before, it was the first

time projecting onto glass sculptures with so many angles and pieces. "We tested virtual models in the lab first to visualize how the projected light would react with the glass – different textures, colors, content, rhythms, and so on. This testing allowed us to verify what would work best and create a good relationship with the Chihuly team, showing them that we could animate what made sense and give us a satisfying result.

*"In the end, the glass decided how it needed to be worked with and we learned how to speak the language of the glass."*

**Pierre Del Duchetto**

Mazzucca describes the value of the testing process, "Christie THREE-SIXTY was able to workshop and experiment in the lab, using detailed findings to inform how we would create the display design. All that R&D helped us get through the technical and creative work in a short time. Beyond just the hardware, we really valued the collaboration and sincere openness from the Christie team – we can't say enough how much we appreciate this relationship."

In the end, the artistic and projection mapping experimentation in the window display created something new and far bigger in impact than simply the sum of its parts. Glass art, digital content, projection solutions and music came together seamlessly to give Barneys visitors a mesmerizing and thought-provoking viewing experience.



▲ Dennis Freedman, creative director at Barneys New York with artist Dale Chihuly



▲ Winter Brilliance window display at Barneys New York flagship store on Madison Avenue.

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