

The Wiz

Case Study



The Wiz comes to life with Christie projection

A month after its opening on Broadway's Majestic Theatre in 1975, *Variety* magazine certified *The Wiz* musical to be a standing-room-only smash hit. That same year, this retelling of L. Frank Baum's classic *The Wizard of Oz* in the context of African-American culture won the Tony Award for Best Musical. It ran on Broadway for 1,672 performances, and until today continues to score big on the road and in endless school and community productions.

When John Paul College in Brisbane had the opportunity to showcase "The Wiz", they wanted to push the boundaries and create something new, exciting and innovative for the audience.

With that in mind, John Paul College approached IKONIX to get their expertise with using digital projection instead of traditional stage sets in their staging of "The Wiz". With IKONIX's help and support, digital projection presented endless possibilities that would create an exciting and innovative staging.

"Using digital projection in theatre is still relatively new, but its value is unprecedented. With the right visuals, you have the power to draw in audiences and add spectacle to the production," said Richard Saunders, Director, IKONIX. "It creates, together with the excellent sets, costumes and lighting, a vibrant,

Customer:

John Paul College

Location:

Brisbane, Australia

Industry/Market:

- Arts and Entertainment

Partners:

IKONIX

Requirements:

- High brightness and high resolution visuals

Summary:

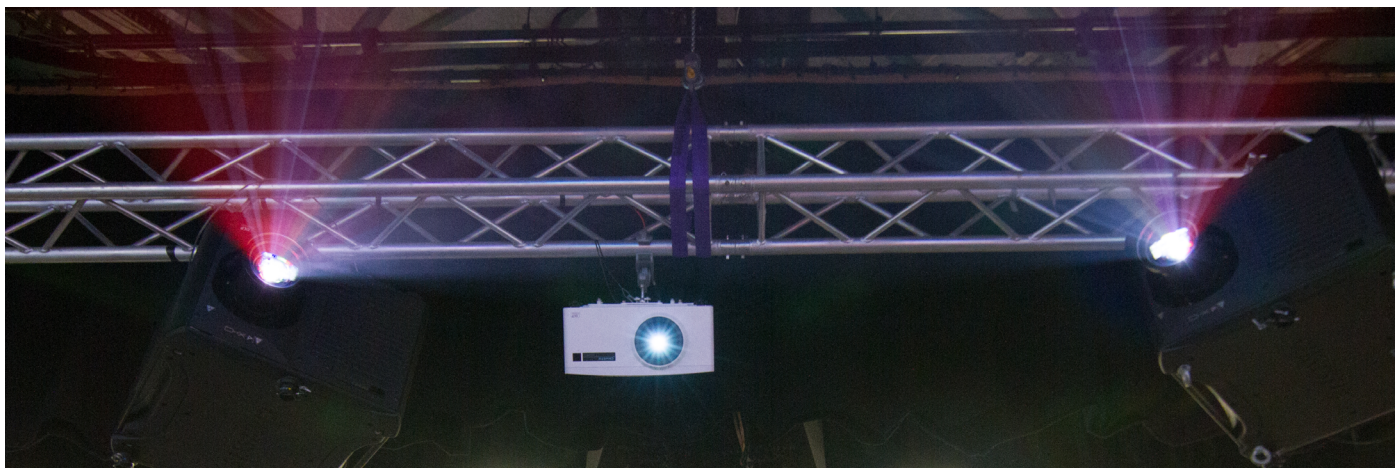
Charged with pushing the boundaries of theatrical productions, IKONIX employed four Christie HD20K-J projectors and one Christie DHD-600G projector in John Paul College's staging of *The Wiz*, a Motown version of the classic *The Wizard of Oz*. The projectors deliver the best visuals to transform the stage into a realm of endless possibilities, enthraling audiences with a visual and aural spectacle.

Products:

- Christie Roadster HD20K-J (4)
- Christie DHD600-G (1)

Results:

Using digital projection in *The Wiz*, IKONIX was able to create an immersive theatre experience that celebrates the vibrant and colourful fictional landscape for audiences to interact with characters.



▲ Christie HD20K-J and Christie DHD-600G projectors light up the stage with bright and colorful visuals for *The Wiz*

colourful world and atmosphere of a play, especially for something as imaginative as *The Wiz*."

Based in Australia, IKONIX has helped create a unique experience for theatrical shows, live music and art installations using video, lighting, architecture and audio solutions. Dedicated to producing truly outstanding events and presentations, IKONIX worked with various audio visual technologies to help their clients implement the best and most cost effective audio visual solutions.

As one of Christie's rental staging partners in Australia, IKONIX's team of highly trained and skilled technicians, IKONIX believed that Christie's technology would be the best fit for *The Wiz*.

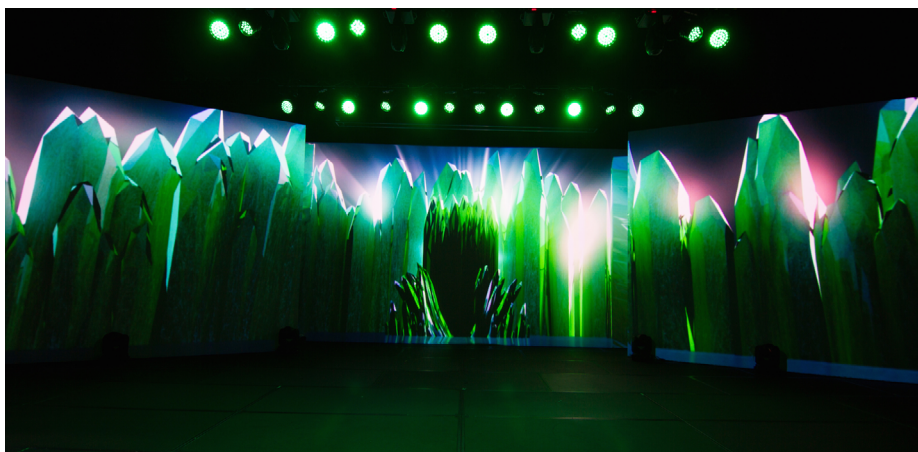
Zachary Burton, Director, IKONIX, added, "We had worked with Christie's technology on previous jobs, and experienced its superior performance and quality. *The Wiz* needed to have absolutely stunning graphics, and using ultra-high resolution projection and LED technology was critical. Wanting to push the boundaries and create something entirely new and innovative for *The Wiz*, Christie's Roadster was an obvious choice."

Specially produced to create that immersive experience for concerts and theatres, the Christie Roadster HD20K-J 3DLP® projector combines the benefits of Xenon illumination for the most natural colour accuracy and stability with high levels of technology, performance and flexibility. The additional standard feature includes an expanded lens suite, which ensures that the projector provides high performance and more lumens per watt in the smallest chassis in its class.

The dream that John Paul College and IKONIX had for *The Wiz* was big, and there were many elements that had to fall in place. As the theatre walls were painted black, they needed the projectors to be able to display vivid colours that would be impactful and vibrant.

John Paul College also wanted to create the superior visual impact of a 270 degree projection around the theatre. To do so, IKONIX used a variety of tools to conceptualise the show. Working entirely in 3D, they were able to visualise what the show would look like from every seat in the theatre. The mapping of the set was completed using a camera based warping/blending/mapping tool.

IKONIX knew they needed a trusted set of projectors to make their concept a reality. They installed four Christie Roadster HD20K-J 3DLP® projectors across 7440 pixels over the theatre walls and the stage set. A single DHD600-D projector was also installed for a steep close range dress projection. With full confidence in Christie's technology and support, IKONIX believed they would

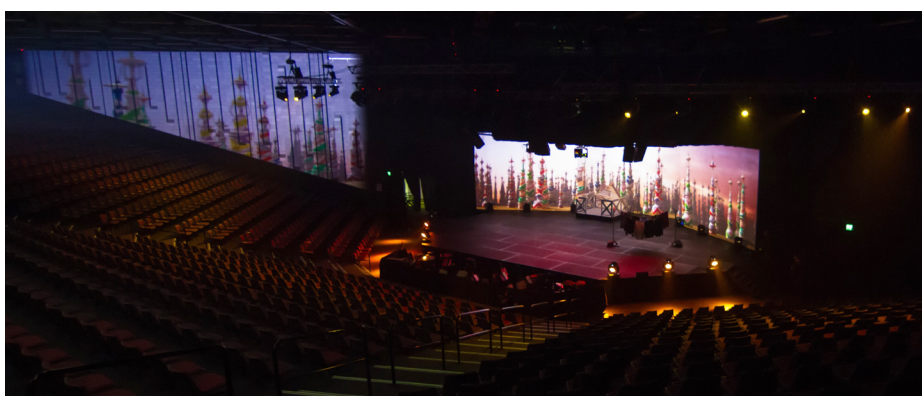




be able to deliver a flawless show with no backup projection options on-site.

As most theatre productions still use traditional stage sets, another challenge for the installation was the limited space and throw distance of the set. To get around this, IKONIX had to use the two Christie lenses to create a blend across the three-piece stage set. At the same time, it was imperative that the stage was able to complement the production without distracting or detracting the audience's attention. To do so, IKONIX had to make sure they were able to create a perfectly balanced and mapped set that could create a dynamic place for the characters of *The Wiz* to interact.

Working closely with the Christie team and various partners, IKONIX ensured that the Christie projectors produced fantastic colours and a powerful visual experience for the audience. The imagery, with the precision and astounding sharpness of the projection



▲ The Christie projectors produced fantastic colours and a powerful visual experience for the audience

meant that audience were fully immersed in the vibrant, extravagant world of *The Wiz*.

"We are delighted to have worked on such a special project with John Paul College's first production using digital projection with Christie's technology," says Saunders. "Each time we work with Christie's products, we find new and exciting ways to use them for our next project. We love being challenged to create a new visual experience for our customers, and partnering with Christie allows us to push our boundaries each time."

"Christie is proud to be working with IKONIX as they continue to bring a new dimension to such a classic and well known musical. With our shared goal of fostering a sense of innovation and delivering high quality, engaging visual experiences, we're delighted to have IKONIX as a new rental staging partner in Australia," said Michael Bosworth, General Manager, Christie Australia.

Contact Christie

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

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