City Walk Dubai

Case study

▲ Projections, water screens, spotlights, LED, audio—City Walk Dubai is held together by Christie Pandoras Box.

Float4 turns public space into an immersive digital experience with Christie Pandoras Box

When retail developer Meraas began their City Walk project, they wanted to create an unrivaled destination for tourists and local residents. With living, shopping, entertainment, hospitality, and wellness options in one central space, Meraas conceptualized a city within a city. This concept resulted in an innovative outdoor mall that boasted a park-like feel— somewhere visitors and residents could socialize, shop, and dine. To push their project further, Meraas set their sights on digital.

Meraas originally approached Montreal-based studio Float4 to create a single digital feature. After some ambitious inspiration, the scope grew—and then it kept growing. Today, the Meraas City Walk is an immersive public experience, spanning the size of 12 football fields, with much of it soaked in LED and projection light.

For Float4, the opportunity was exciting. "We wanted to help Meraas work toward the use of technology in the retail experience," says Alexandre Simionescu, a co-founder at the studio. "We wanted to help them realize the thousands of options that are out there."

Float4 created a variety of content for the retail space—from ambiance to water screen shows, and interactive displays. To synchronize and control City Walk's digital experience, Float4 turned to XYZ Cultural Technology, a long-time Christie partner. With more than 30 LED displays in 21 different formats, nearly 30 high-res projectors, and over 100,000,000 pixels of content, Christie Pandoras Box was the clear choice. It provided solutions for the many facets of the City Walk project:

• Show control that could sync multiple servers together

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- A player that could transition between different types of content—ambiance, advertising signage, and show content

- Strong mapping abilities to control video and lighting on walls, water, the ground, and more

- The flexibility and logic to create complex schedules

- Real-time monitoring and reporting that could be shared with the client

"Pandoras box includes the strong technologies that let us achieve a synchronized and immersive space of this size," says Eric Cyr, an XYZ partner and co-founder, for the project. "A server with strong acquisition capabilities, that can keep all these playbacks in sync, and has a strong logic to create the schedules we need."

Perfect for permanent installations, Pandoras Box offered the robust graphics power and multiple outputs needed to pull off the City Walk project. With unique, network-based synchronization, the players allowed Float4 to automatically run multiple systems in sync—ensuring a cohesive digital experience, throughout the massive space.

The digital experience was designed to be flexible, continuously moving between show times and ambiance video, and allowing visitors to interact with the space. The team employed the strong logic of Pandoras Box to support their scheduling and interactivity needs. Using the advanced creation framework of the Widget Designer, XYZ programers build custom show-control scenarios.

Thanks to the use of Pandoras Box Managers, all of this digital design comes together in a living, interactive space. With real-time show control and precise synchronization solutions, the managers keep the City Walk experience seamless, from one end to the other.
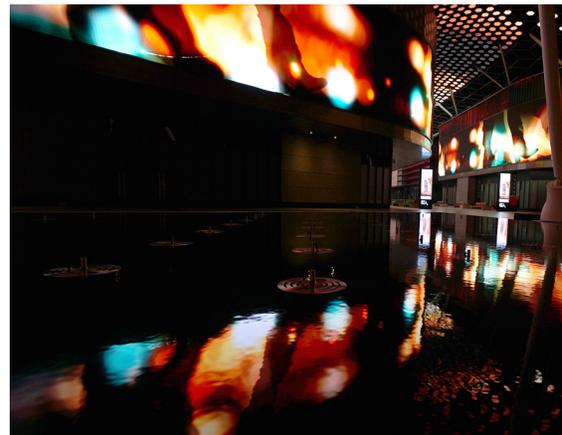
With the digital installations in place, City Walk was transformed from an innovative physical space to technologically advanced and immersive experience. "For our team, it was an opportunity to demonstrate our know-how through a hugely ambitious project—even by Dubai standards," says Simionescu. Mission accomplished.

Contact Christie

Contact Christie today to find out how your organization can benefit from Pandoras Box.

▲ Christie Pandoras Box made one of the City Walk's most impressive features possible: the water screens.

▲ Christie Pandoras Box Managers keep over 100,000,000 pixels of content in-sync at City Walk Dubai.

Photo credits: Float4

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