

UAE EVENT FACT SHEET

Media Contact

Mia Hanak, Press Office, Obscura Digital
press@obscuradigital.com | mobile: +1-415-637-0525 | fax: +1-415-227-9494
For additional information, photos, and video please visit:
www.obscuradigital.com/press

GENERAL INFO:

Title: 40th Anniversary – United Arab Emirates National Day Celebration

Theme: *Inspiring the Nation, Celebrating with the World*

Angle: Obscura Digital is creating higher standards for fine art architectural projections, using refined, elegant, and stylized artwork and designs.

Location Site, City, Country:

Sheikh, Zayed Grand Mosque, Abu Dhabi, United Arab Emirates
Al Jahili Fort, Al Ain, United Arab Emirates

Dates: Tuesday, November 29, 2011 through Saturday, December 3, 2011

Times: 18:30 – 24:30 (at the Mosque) / 18:30 – 23:30 (at the Fort)

PRODUCTION INFO:

Innovation:

Accuracy of the 3-D mapping and quality of the content; incredibly complex geometry: flat walls with intricate hand carved details (all mapped); arcades with rows of columns. Dual shows - Fort is running concurrently in Al Ain, 140km away.

The “firsts”:

- 1) First projection show on the Sheikh Zayed Grand Mosque (i.e. the most important religious site in the UAE)
- 2) Setting a new standard of art with large scale architectural mapping and projection design

Dimensions of projection surface area:

Façade, 4 minarets, 12 domes
600ft (182m) wide x 351ft (107m) high

Distance of projections:

42m for parts of the façade to 180m for the main dome

Resolution and brightness features:

Master content plate resolution is 4,000 x 6,000 pixels.
20 channels of signal.

Custom OD Software:

Custom calibration software
Custom OD FireFrame System

Custom OD Hardware:

Custom OD FireFrame Servers

Equipment used / number and types of projectors / lumens / power:

44 projectors on the mosque (24 x 20K lumens + 20 18K lumens) = 840,000 lumens
5 projectors on the fort (5 x 20K lumens) = 100,000 lumens
940,000 lumens total
49 projectors x 3.2kW x 60 hours = 9,400kW total show (Mosque and Fort)

CO2 Offsetting plan:

9,400kW = 12,878 lbs of CO2 = 6 tons of CO2
(1.37 pounds CO2 per kW / 2204 pounds = 1 ton of CO2)
6 tons x 5 trees per ton = 30 trees

Equipment rigs:

Custom-built projector enclosures based on floral designs that match the mosque

Architectural mapping / scanning components:

Obscura laser scanned the surface area of the mosque to generate 3-D models.
Incredibly complex geometry: flat walls with intricate hand carved details (all mapped); arcades with rows of columns; domes ranging in size from the “small” 7m ones on the sides of the main gate to the 37 and 46m main domes of the prayer hall; all four of the 107m minarets.

CREATIVE INFO:**Storyline of the show:**

A cultural and historical show inspiring the continuum of Sheikh Zayed’s vision that the Mosque be a place for his people, their heritage and all of humanity.

Themes:

Taking inspiration from artwork on the interior of the Sheikh Zayed Grand Mosque, and creating a projection show highlighting Geometry, Organic flowers, 99 names of Allah, architectural details, celestial cycles of the moon and Sheikh Zayed’s vision.

Artwork, motifs, and designs incorporated into the show:

3-D Animation for the Mosque and the Fort

Mosque: Palms, Pentagonal Geometry, Gardens of Paradise, Qibla Wall, The Mehrab, Architectural Motifs, Night skies and Cycles of the moon, Humanity depicted with the Earth

Fort: Imagery of the Rulers of the UAE, History and Early UAE History

Early pearl trade, desert dunes, The 7 Emirates, Bedouin, date palms, agriculture, camel races, falcons, celestial navigation, cycles of the moon

Length of the core shows:

Mosque = 17 minute show

Fort = 8 minute show

OD Executive Quote about the event:

“It is a honor for Obscura Digital to work on one of the most important celebrations in the country, as well as being given the privilege to be the first to project a show on the extraordinary architecture of the Grand Mosque,” stated Travis Threlkel, Co-Founder of Obscura Digital. “This monumental event presented us with the opportunity to create a large scale work of fine art and set a new standard for architectural projections.”

Obscura Digital’s Production Team:

Andrew Plourde	Technical Lead
Matty Dowlen	Production Manager
Simon Ransom	UAE Technical Director
Nathan Houchin	Technical Director
Nick Lynch	Technical Director
Sean Holt	Director of IT
Mary Franck	Interactive Developer
Barry Threw	Interactive Developer
Grady Sain	Interactive Developer
Imran Nabhan	Interactive Developer
Gaston Albanell	Production Technician
Rainen Janes	Production Technician
Diego Novoa	Production Technician
Joe Vigorito	Production Technician
Josh Brott	Photographer / Videographer
Jennifer Spratt	Administration
Eric Schneider	Accounting

Obscura Digital’s Creative Team:

Travis Threlkel	CEO, Chief Creative Officer
Marta Salas Porras	Creative Director
Nathaniel Ruhlman	Director of Animation and Media Development
Marc Melzer	Director of Media Production
Ron Robinson	Art Director
Eric Knuble	Art Director
David Driscoll	Animator
James Gundersen	Animator
Michael Senften	Animator
Chris Linea	Animator
Seon Crawford	Animator
Jeff Billon	Animator
Eddy Katt	Animator
Patrick Arrington	Animator
Quenton Bellow	Animator
Gonzalo Ferrer	Designer
John Samels	Designer
Thomas Hobby	Designer

Image of the Sheik Zayed Grand Mosque



Image of the Al Jahili Fort



Sheikh Zayed Grand Mosque Information

The majestic Sheikh Zayed Grand Mosque is probably the most imposing religious and national landmark in Abu Dhabi to date. It is also arguably one of the most important architectural treasures of contemporary UAE society - and one of the most beautiful in the world - initiated no less by the late president HH Sheikh Zayed bin Sultan Al Nahyan, who is fondly thought of as the Father of the UAE.

