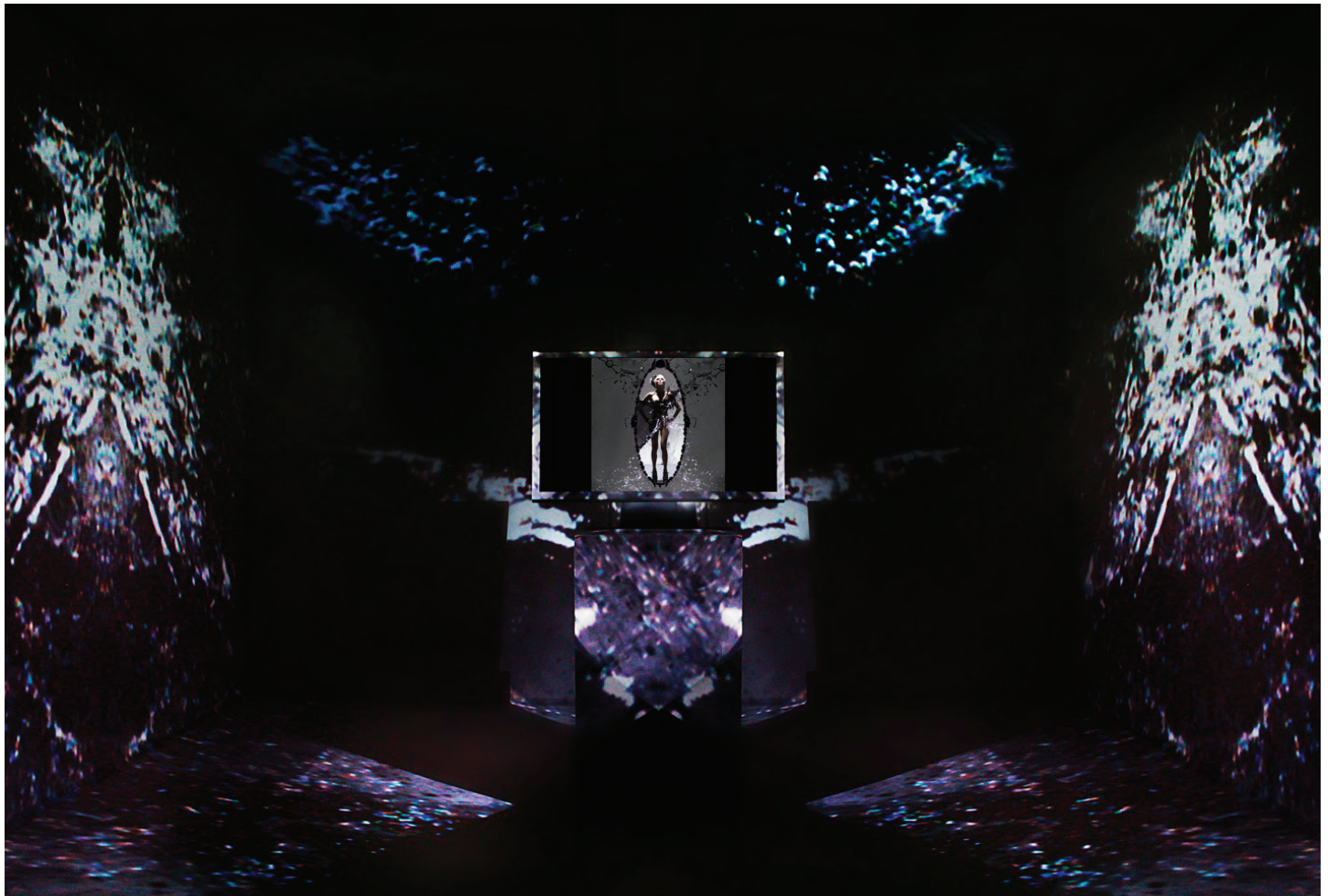


## Case study

# Iris Van Herpen

## Vivitek Projects Stunning Exhibition for Iris Van Herpen



**Hoofddorp, the Netherlands, 19 September, 2013 - Projection specialist, Vivitek Corporation recently donated two of its D5000 large venue projectors to help create a stunningly immersive atmosphere for an exhibition held at the SHOWstudio gallery in London by Dutch couturier Iris van Herpen.**

Inspired by the fleeting moment of a splash of water, van Herpen created not only a dress out of a flexible plastic, but also worked on a video

together with acclaimed fashion photographer, Nick Knight, filmmaker, Geoffrey Lillemon and sound artist, Salvador Breed which would capture the same 'splash' moment, submerging viewers within the film by creating an exciting multimedia experience.

For the video task, two Vivitek D5000 DLP projectors were chosen due to their impressive brightness credentials (5200 ANSI lumens), native XGA resolution and adjustable short throw capabilities. In addition, with Texas

Instruments' latest DLP® chipset and BrilliantColor™ technology on board, alongside a high contrast ratio of 2500:1, the D5000 created an incredibly clear image with rich vibrant colours and deep blacks across all of van Herpen's footage.

Sound was a key part of the installation. SHOWstudio worked with sound artist Salvador Breed for the original 'Splash' film, and Salvador was keen to alter the sound to work within the space as he was able to manipulate different

frequencies due to the reverberation in the room. The sound was provided by two large speakers positioned at either side of the room.

The projections were videos from the original Splash video that had been manipulated to fit the space. In parts the video appeared quite abstract with small 'splashes' of water appearing to fly through the room, quickly followed by large movements of water.

"We wanted the installation to be as immersive as possible, and for users to really experience the space," comments Niamh White of SHOWstudio. "The installation area was within an old vault, and was effectively a white box. In order to make the installation look as good as possible, we utilised two Vivitek D5000 projectors to cover as much of the wall space we could. They were perfect for our needs as they provided us with a bright and high resolution image. As the room was square and we were projecting onto three walls we also found the lens tilt and flexible keystone correction very useful."

The Vivitek D5000 isn't limited to exhibition spaces, but is also perfect for a wide variety of applications and venues. The unit provides extensive multimedia I/O connections, including HDMI, VGA-In, DVI-D, Component, S-Video, Audio-In and Audio-Out. The D5000 features a built-in 12V trigger for an external wireless module connection and is network-ready for integration and system administration via RJ45 and RS232, the projector is also equipped with two 3 Watt stereo speakers. These high performance credentials don't mean reduced energy savings either, in stand-by mode the



D5000 needs less than 0.5 watts of power, with lamp life coming in at around 2,500 hours of operation. The projector is also future proof for 3D video and image viewing thanks to its DLP-3D-Ready function.

For further press information or high-resolution images please contact [john.houston@wildwoodpr.com](mailto:john.houston@wildwoodpr.com)

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**Customer:**

ShowStudio Gallery

**Product:**

D5000

**Market:**

Fashion Exhibition

**Challenge:**

SHOWstudio needed the installation to be as immersive as possible, allowing the users to really experience the space. To make this possible short throw projectors were required to cover as much of the wall space as possible.

**Solution:**

The Vivitek D5000 projectors provided SHOWStudio with a bright and high resolution image. As the room was square and they were projecting onto three walls, they also found the lens tilt and flexible key stoning very useful.

[www.vivitek.eu](http://www.vivitek.eu)