CASE STUDY: METROPOLITAN MUSEUM OF ART
The Power of Light at the 2017 “Met Gala”

Challenge
Limited physical space and high expectations necessitated flexible projectors with top-notch image quality in terms of brightness, sharpness and vivid color rendering in order to create a digitally immersive environment and capture the highlights of the night.

Solution
Using Panasonic projectors, a digitally immersive experience was created through bright, saturated images with the help of four PT-DZ21K2 projectors and Panasonic ET-D75LE90 ultra-short throw lenses, reaching a total projection brightness of around 1,500 lm per square meter.

Result
Dozens of videos were posted on Instagram by Vogue, Marc Jacobs, Maison Margiela and many celebrities, with each post receiving at least 500,000 views. The Katy Perry video featured immediately after the event by Instagram, with an introduction about Sila Sveta and the story behind the Met Gala project, had more than 3.5 million views.

Interactive media studio and conceptual design company Sila Sveta, photographer and filmmaker Gordon von Steiner and Panasonic partnered to provide spectacular projection technology and animated visuals for the 2017 ”Met Gala” held at The Metropolitan Museum of Art in New York City.

“The Met Gala” is an annual fundraising event for the benefit of The Metropolitan Museum of Art’s Costume Institute in New York City. It marks the grand opening of the Costume Institute’s annual fashion exhibit. Each year’s event celebrates the theme of the Costume Institute exhibition, and the exhibition sets the tone for the formal dress of the night, since guests are expected to choose their fashion to match the theme of the exhibit.

The Gala, chaired by Vogue editor-in-chief Anna Wintour, is widely regarded as one of the most exclusive social events in New York, and is one of the largest fundraising nights in the city: $9 million raised in 2013 and a record of $12 million the following year. The gala, attended by personalities from the arts, fashion, high-society, film and music, has been held at The Metropolitan Museum since 1948 and is considered to be the fashion industry’s premier annual red carpet event.
Wintour famously banned selfies at the event in 2016, replacing them with an alternative photo booth. Thus, expectations for the 2017 photo booth concept were high. After blowing up Instagram in 2016 with a fluorescent video portrait studio, photographer and filmmaker Gordon von Steiner directed again this year.

“When I found out that Vogue and the Met were honoring Rei Kawakubo, I knew we had to approach this year’s installation in a different way,” said von Steiner. “The idea was to create a video installation where the environment would be able to adapt to the person who enters it. Rei’s work spans such a vast variety of designs and themes, and I wanted the videos to have a similar feeling. When the person steps inside the installation, it should be able to transform from minimalist to maximalist, colorful to monochromatic, beautiful to bizarre. I got in touch with Sila Sveta and we did exactly that.”

Powerful, state of the art Panasonic projectors enabled Sila Sveta to make this idea a reality. “The Met Gala project was made possible by combining the creative force and technical expertise of the Los Angeles based studio, brought to life through Gordon von Steiner’s camera and powered by superb projection technologies from Panasonic. Sila Sveta’s long-term partnership with Panasonic once again resulted in a truly beautiful project, which is now proven by millions of online views, thousands of new followers and increased interest of the public and businesses in the work of the studio,” said Sila Sveta’s Public Relations group.

“It was wonderful to work with Gordon and his team because we had similar inspiration from Rei Kawakubo’s great heritage in the world of design, art and fashion. We wanted to celebrate the aesthetics, the colors, the textures, chaos and concept, the avant-gard,” said Paulina Zakh, Multimedia Producer at Sila Sveta.

“The high-profile event needed close attention from both the creative and technical sides of Sila Sveta’s team in order to realize our vision of the project. Having new technologies in our hands from Panasonic, we aimed to create a digitally immersive experience so people can actually feel the design and see how the prints create a whole different world. When Gordon contacted us, one of his main goals was to create a very different environment so the viewer cannot really understand how the installation works,” said Paulina Zakh, Multimedia Producer at Sila Sveta.

“We wanted to get a bit lost in space and be able to show styles: without pixel and technical restrictions. So, very powerful, high-resolution Panasonic projectors were a
must,” commented Alexander Us, co-founder and Creative Director, Sila Sveta. The team used four edge-blended PT-DZ21K2 Panasonic projectors create the immersive world. “We also used the award-winning Panasonic ultrashort-throw lenses, which reduce throw distance by as much as sixty-percent to avoid unwanted shadows due to the small setup space. A clever placement of these ultra-compact, lightweight projectors with a combination of different optical systems allowed us to have various options for the total look of the installation, depending on the Director’s ideas and needs,” continued Sveta Yermolayeva, Producer, Sila Sveta.

“None of this would be possible without our vast in-house inventory of technical equipment to power these artful experiences. We’re proud of our professional engineering team who are capable of executing an event of any complexity. Panasonic provides Sila Sveta with state of the art projectors that incorporate the newest ideas and most up to date features that help us create groundbreaking digital experiences and really help make our creative visions reality,” said Zakh.

Added Alexander Us, “Panasonic’s state of the art technology met and exceeded the high standard of the Met Gala.”

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1 Approximation. In comparison with the ET-D75LE50 Short Throw Lens.
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SILA SVETA

With offices located in Los Angeles and Moscow, Sila Sveta was founded in 2008 by Alexander Us and Alexey Rozov. “Sila Sveta” is Russian for “Power of Light”: these digital magicians seem to have mastered the power of light to perfection. Using Panasonic projectors, Sila Sveta designs and implements virtual reality shows, 3D projection mapping on landmark buildings, stage design for concerts and music festivals including Coachella, abandoned factories, and grand museum installations, such as ‘Mission Mars’ for Space Center Houston.

Sila Sveta clients come from many different industries: automotive, hospitality, entertainment, publishing and the arts. Firms such as Audi, Porsche, Mercedes-Benz, Disney, Vogue and Asus rely on Sila Sveta to fulfill their dreams and necessity of a world class, unique and memorable customer event.

GORDON VON STEINER

Originally from Toronto, Gordon von Steiner moved to New York and graduated from NYU’s Tisch School of the Arts.

von Steiner has created editorial films for American Vogue, Vogue Italia, Visionaire, 25 and W magazine. His commercial credits include Louis Vuitton, Chanel, Dior, Jil Sander, Lanvin, Miu Miu, and Prada. Gordon’s films have received multiple accolades, including the Clio Image Awards, The Society of Publication Designers, and at the Berlin Fashion Film Festival, where his short film Persona won awards in four categories.

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