



# ART'OTEL

Art in state of art

 ONLINE VERSION

**Art'Otel wanted to create an experience that is literally larger than life. Cutting through 3 floors of the building, alongside the central staircase visitors are treated with giant audiovisual art pieces where ever they dwell.**

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## The challenge

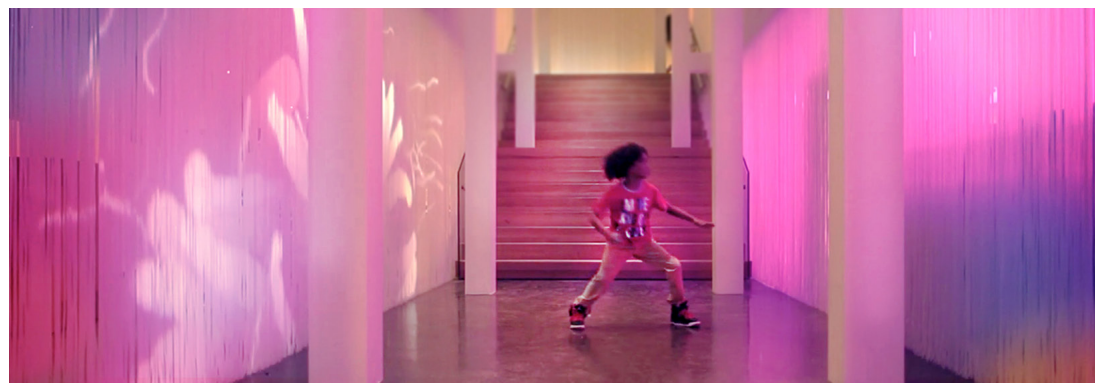
In order to create an overwhelming experience all conditions must be right: awesome sound and crystal clear images. Flexible enough to transform the hotel from an art gallery to a night club.

And oh... did we mention the experience has to be seamless throughout 3 stories of an old irregular Amsterdam building?

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## Our solution

Our team of audiovisual most specialized technicians did what they do best. Mapping out every corner of the space we came up with a unique solution in which all equipment is nicely integrated in the architecture. All projectors, cables and speakers out of sight leaving all attention on the art itself.



- The curtains in both sides of the staircase a lit from the ceiling by multiple projectors.
- Large video projections transform the environment into whatever is desired.

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## The Experience

***A seamless integration of equipment brings the largest art piece of Amsterdam to life.***