

# BART KRESA'S SVIATOVID PROJECTION SCULPTURE TO DEBUT AT ISE 2019

**Panasonic Business and Integrated Systems Europe will join forces to bring master projection designer Bart Kresa's newest projection mapping showpiece to over 100,000 people during ISE 2019.**

*Sviatovid*, a faceted, five metre tall projection sculpture, is the successor to the iconic *Shogyo Mujo*, which debuted at the Burning Man Festival in Black Rock Desert, Nevada, USA in 2014. The new sculpture is set to create a new benchmark in audio visual art and will be illuminated through 360° in True 4K using four Panasonic PT-RQ32 4K, 30,000lm laser projectors.

The world premiere of *Sviatovid* will mark the launch of the new BARTKRESA Academy, which offers recent art school graduates the chance to learn projection mapping on a training course at Kresa's studio in Lublin, Poland.

Following ISE, the sculpture will find residence at the Centre for the Meeting of Cultures in Lublin.

"The high-level of design and production that we have achieved with *Sviatovid*—high resolution, four times 4K, 120,000 lumens, and a complete transformation of the sculpture—is innovative. When I think of the best place in the world to premiere cutting edge new work, I think of ISE. We are so appreciative of Panasonic for collaborating with us on this project, and to ISE for supporting the premiere," commented Bart Kresa.

Mike Blackman, Integrated Systems Events Managing Director commented: "This the first time *Sviatovid* will be shown anywhere, so we are delighted that Bart has chosen ISE to debut the piece, which is sure to provide a stunning centrepiece for the show."

"Bart Kresa is one of the world's foremost projection artists who has contributed to iconic works such as the Game of Thrones series premiere party and the mapping of NASA's Endeavour Space Shuttle," said Hartmut Kulesa, European Marketing Manager for Panasonic. "Given the brightness and resolution of the projection on a relatively small surface, this is likely to be a real highlight and a great photo opportunity at this year's exhibition."

*Sviatovid* will be on display outside Hall 1 and 2 (Entrance K) throughout ISE at The RAI, Amsterdam from 5-8 February. Bart Kresa will also give the ISE 2019 Opening Address which will take place at 18.00 on 4 February at the Forum, RAI Amsterdam. Panasonic will be exhibiting in its usual position in Hall 1, Stand H20. For more information, please visit the Panasonic website:  
<https://business.panasonic.co.uk/visual-system/join-us-at-ISE-2019>

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- **Visual System Solutions** offers the widest range of professional displays and projectors and allows Audio Visual professionals the freedom to create. It leads the European high brightness projector market with a 39% market revenue share (Futuresource >5klm FY17 Q3, excl. 4K & digital cinema).

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