



Fashion! *de pinxi* presents a parade of Brussels enterprises, designed by Pascale Kervan and set on the prestigious Tour et Taxis site.

To celebrate its arrival on the newly transformed Tour et Taxis site, the Brussels Enterprise Agency marks the occasion with a fashion show... of Brussels savoir-faire.

Overseeing the event, the stylist Pascale Kervan, who has designed a parade to show off the competences of the region's enterprises. The fashion parade becomes a communication medium for many local enterprises, from the domains of industry, food processing, arts and crafts... and of course fashion!

The parade is structured around a day in Brussels, following the peregrinations of a central character, the mime artist Wolfi, who arrives at the Gare du Midi. And this is where *de pinxi* comes in. A giant screen is set up alongside the catwalk, sometimes to evoke, sometimes to illustrate, immersing the models and spectators in the atmosphere of the moment.

Digital gardens, a virtual Grand'Place, a space station, Brussels streets, photos, videos, digital simulations: a real riot of images follow on from one another live as the models step out on the catwalk. The *de pinxi* operators in their control room handle over 80 actuators, triggering digital logos, videos, sound and images that are all integrated into a single visual, the main thread of the show.

In the weeks preceding the event, the *de pinxi* graphics team prepared and integrated the visuals, objects, videos and brand images of no fewer than 50 different companies to create a coherent universe: Wolfi's journey in the land of Brussels enterprises.

At the heart of this imagery lies the *argo* software, developed by *de pinxi*, making it possible to mix and diffuse the very varied digital elements live to the rhythm of the show on the catwalk. Armed with midi keyboards and joysticks, the operators control hundreds of images, videos, 3D objects and sounds to create the audiovisual mosaic that is laid before the audience. The system also manages the integration of live video footage of the show from the capture control room. The system provides both the special effects and the digital decor for a spectacular show lasting over two hours!

The son et lumière for the evening party was directed by Tony Houston, the video capture and projection by Cando and Gery Meeus.
