

Hanover 2000 : *de pinxi*, the Belgian specialist in interactive experiences, has created the two key attractions of the Mexican Pavilion.

In collaboration with Barco, *de pinxi* is also hosting a digital projection world premiere on the same occasion.

The design, architecture and museography of the Mexican Pavilion is organised around the central theme of "Mexico: a millennial construction". Mexico is a modern country with very ancient roots, based on traditions and religions, while at the same time vigorously looking to the future.

Sponsored by a consortium comprising the "El Papalote" Children's Museum, the publishing house Krauze and the architectural firm Legorreta, from Mexico city, *de pinxi* has created the two key attractions of the Mexican Pavilion for Hanover 2000.

Room 1: the Millennial Construction.

The interactive experience.

The first attraction invites visitors on an interactive journey through the history of Mexico. Taking up the central theme of the pavilion, this first show represents the symbol of the theatrical tour which is developed over 6 huge rooms, 3 gardens and various walks.

Immersed in virtual worlds, visitors discover the life-size site of the main square in Mexico City, the Zocalo, at three periods of its history:

- *Before the Spanish invasion:* *de pinxi* has digitally reconstructed the sacred site of the Aztec town (Tenochtitlan, the "Templo Mayor" and seventeen other temples), using archaeological documents collected by the Anthropology and Templo Mayor Museums (Mexico City) and original documents from the 15th century, the codexes, drawn by the Aztecs themselves.
- *The 18th century:* to illustrate this era, *de pinxi* offers visitors an interactive journey within an anonymous painting rendered three-dimensional! Visitors "inside the painting" find themselves on the Zocalo, and can fully absorb the atmosphere of the time, as well as the thousands of details which belong to this scene of daily life.
- *Today:* this part is illustrated by video sequences of current life filmed by the Mexican director S. Arroyo and integrated into the real-time overview image.

Each visit to the show is different, interactive journeys being made in real-time as selected by the guide-operator.

The immersive room.

75 people watch this interactive show which lasts 4 minutes and 20 seconds; it can be stopped, however, and controlled individually for distinguished visitors.

The experience takes place in a panoramic room where a system of 3 high-definition video projectors create a 160° image (the human visual field) over a diameter of 8 metres. The projection technology has been installed by **Trimension**, an English company and world leader in the deployment of immersive theatres (panoramic, domes, etc.) based on Barco systems.

The combination of interaction and immersion in a giant panoramic image is made possible using **SGI** graphic computers. The Onyx2 IR2 at the heart of the attraction allows very high display resolutions (in our case 4000 by 1000 points), at 60 images per second, whilst maintaining impressive computational power! The same computer is used to mix interactive and video content.

Room 3: the Mexican Soul.

The second attraction created in collaboration with the company Barco is an "**IMMERSIVE GALLERY**": *a unique 3-D effect structure!* Visitors walk along a 12 metre gallery whose walls project 3-D images on *the Night of the Dead*, an ancestral celebration filmed three-dimensionally in Mexico for 36 hours non-stop by *de pinxi*.

This "immersive tunnel", which can be compared to a LIVING DIORAMA, uses **total immersion** techniques to plunge visitors into the heart of this celebration of the dead so that they feel "as if they were there".

This experience, impossible until now, is a real technological breakthrough.

de pinxi, designer of the project for the Mexican consortium, has joined forces with **Barco Projection Systems** which has developed, manufactured and integrated this unique projection structure: 12 BarcoGraphics 808s projectors are hung behind the walls and project the 3-D images. Visitors are given lightweight (polarising) glasses which make it possible to see the 3-D effects.

Since 1993, *de pinxi* has designed and created more than 25 interactive experiences throughout the world. These are made up of a combination of virtual worlds (computer graphics and sound), computer technology and control electronics.

We pride ourselves on our ability to translate an idea or scenario into an *out of the ordinary* general public interactive experience!

For more information please contact:

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