



CREATIVITY
+ TECHNOLOGY



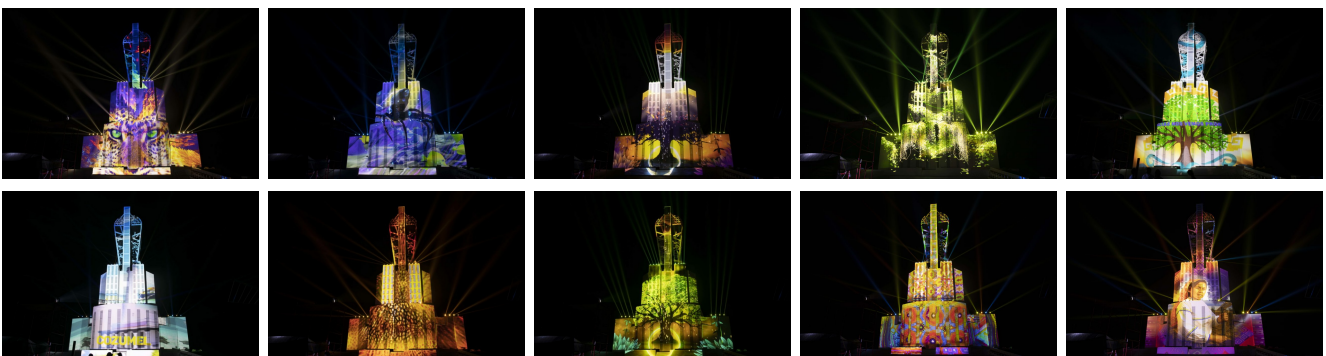
CELEBRATING THE CULTURAL HERITAGE OF CHETUMAL

ARCHITECTURAL PROJECTION

Museo del Mestizaje

City of Chetumal, Quintana Roo State, 2019

Through a captivating and colorful projection, the XYZ Technologies team invited visitors of the *Museo del Mestizaje* to discover a unique place where history, legends, and emotions intertwine. We created a spectacular visual and sound experience revealing the beauty of the Chetumal region while highlighting the unique character of the building, a work by the renowned Mexican sculptor Sebastian. Enhancing the existing building, unused since its construction 15 years prior, with new content while respecting its architectural lines and features, we managed to present a cultural heritage as grand as it is fascinating. We integrated coherent visual and sound content that generates emotion, while respecting the site's heritage aspect. This innovative project, accessible to all audiences, aims to strengthen and diversify the tourist and cultural offer of Quintana Roo, a prime tourist destination in Mexico.



Description

During the architectural projection at the *Museo del Mestizaje*, we created content that reveals all the beauty of the Chetumal region. This multimedia show is delivered through five projectors with 4K resolution and 30,000 lumens of power. They were strategically placed to maximize visual impact while preserving the architectural integrity of the building. These projectors optimally illuminated the museum's facade, creating a breathtaking visual show. Additionally, the Meyer line array audio system was chosen to create a high-quality immersive sound ambiance. 24 motorized luminaires were added to create dynamic lighting effects. The entire system is controlled by the Medialon interface, ensuring perfect coordination of all elements.

Mandate

- Technical direction
- Design
- Equipment supply
- Integration
- Calibration and programming

Expertise

- Lighting
- Control systems
- Stage design