



pufferfish



//WIRED PHOTO SHOOT

Date: September 2010

Location: Calton Hill, Edinburgh

Client: Wired Magazine

Products: PufferSphere M 600, PufferSphere XL 2000 and H900, PufferSphere XXL 3500

Content: Pufferfish - fed by Green Hippo and Mac

Sector: Event Production

Task

When Wired Magazine contacted us about a Pufferfish feature for the inaugural UK I-pad edition, we decided to push the boat out and create something a little bit special. The high impact shoot would involve stills and film, and needed to be in an equally impactful environment. Luckily for us, Edinburgh has plenty of those – so we were able to help Wired put a proud Pufferfish home-town stamp on things!

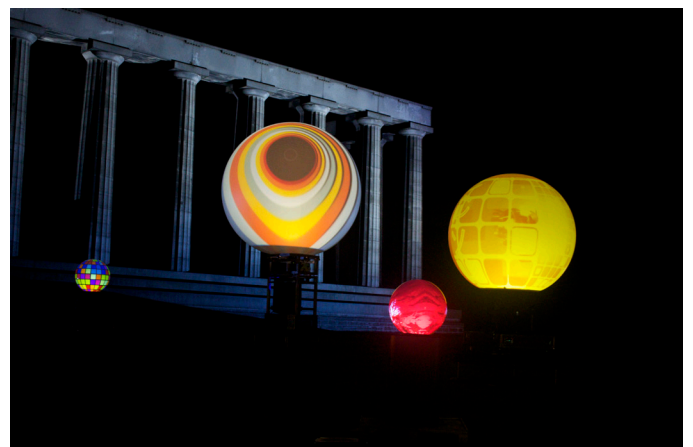


Delivery

After careful consideration, Pufferfish and Wired selected Edinburgh's Calton Hill, a popular vantage point overlooking the city centre and topped with the City's original observatory and Scottish National Monument. With some kind assistance from Edinburgh Council we secured the location for an evening and drafted in our friends at Northern Light to provide plenty of power.

The plan was ambitious - showcase the PufferSphere range, outside, on a hill, at night. Luckily, all of our products are designed with maximum flexibility and ease of use in mind, so it was time for them to do what they were built for. In all we deployed 4 PufferSpheres: one 3.5m diameter PufferSphere XXL powered by a Barco FLM R22 projector; one 2m inflatable PufferSphere XL and one 0.9m HardBall PufferSphere XL, both powered by Barco CLM R10 projectors; one 0.6m PufferSphere M powered by Christie's DS750 projector.

Keeping things flexible so photographer Nick Wilson could achieve the shot he wanted, the modular and portable nature of the PufferSphere units proved invaluable.





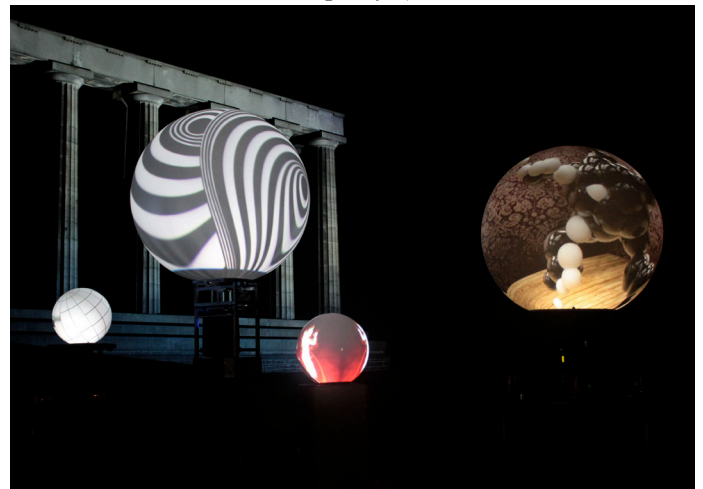
Having blanked out the permanent up-lighters on the National Monument, the City Colours were a perfect highlight for the structural backdrop, illuminating in varying colours and temperatures without interfering with the projections on the PufferSpheres.

After making the most of a four hour shoot, and now in the pitch dark, the pressure was on to get off the hill quickly and safely. Again the simplicity of the PufferSpheres made the process of de-rigging quick and efficient. Inflatable and HardBall spheres packed down straight into their flight cases, whilst the XL base units had been deployed in their cases and simply needed their lids to be fastened. Even the huge PufferSphere XXL simply split into three manageable sections and was removed from site within minutes. Dead on schedule the whole team rolled off the hill at midnight, safe in the knowledge that the readers of Wired would be treated to something very special indeed.

With plenty of cabling from our Edinburgh friends WarPro, the options of how to position the units were wide open for Nick. Once the shot was identified and the units were in position, the process of powering up and commencing projection was easy. The fact that each unit was powered by a single projector allowed instant calibration, with no key-stoning or edge blending required. Once up and running the units could even be moved as the photographer needed throughout the shoot, maximizing shots with the minimum of fuss.

The four units were fed using two of Pufferfish's staple content solutions. Pufferfish's own spherical movies, designed in Adobe After Effects and played back via Macs located locally at the HardBall PufferSphere M and XL units. These two smaller displays were complemented by the two large inflatable PufferSpheres, each being fed custom content via a Green Hippo Hippotizer HD media server, which offered real-time content warping and complete show control. As well as allowing Pufferfish motion designer Tim Prochak to get creative with the content, the ability to pause, rewind, adjust colours and rotate content gave photographer Nick control over every aspect of his shots.

As well as taking care of control positions and power, Edinburgh based production specialists Northern Light supplied two City Colour Wash Lights and DMX control desk.



CREDITS

Wired Magazine

Nick Wilson

Northern Light – special thanks to Chris and Stuart

Diamond Event Services - special thanks to Juan and Fraser

WarPro

Edinburgh City Council – special thanks to Sandy, Frank, Fiona, Cathy and park rangers Ian and Jerry.

