

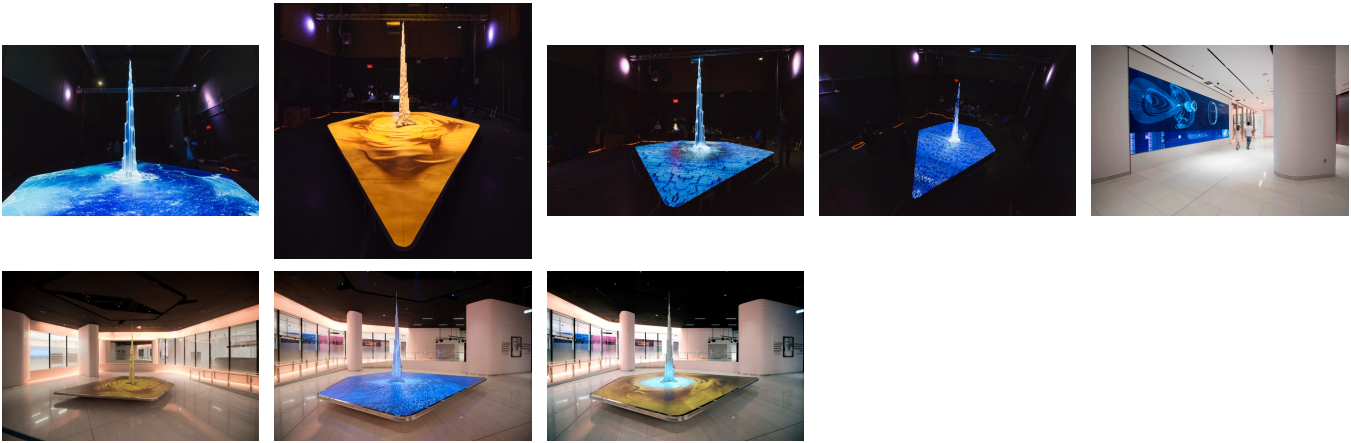
# ELEMENTS OF BURJ KHALIFA

AT THE TOP, BURJ KHALIFA

## Interactive Programming

Dubai, United Arab Emirates 2017

A masterpiece of engineering and architecture, the Burj Khalifa is the tallest building in the world, with 160 floors and a height of 830 meters at the tip. It also includes the busiest observatories in the world, with nearly 2 million visitors a year (5000 visitors a day!). GSM Project had the mandate to plan and design the visitor experience of this unique experience, from the reception area to the various observatories located on the 124<sup>th</sup>, 125<sup>th</sup> and 148<sup>th</sup> floors. GSM has entrusted Fly Studio, in partnership with XYZ, with the creation of content, the technical design and the programming of the interactive model *Elements of Burj Khalifa* located at the reception of the building. XYZ also provided the technical direction and provided the interactive equipment for the *Movement Art Wall*, a digital work of art not far from the model, which is self-generating and transforms itself as visitors pass by.



### Description

Like the tallest building in the world, the *Elements of Burj Khalifa* model is monumental. Reproducing each element of the tower, the model is almost 4 meters high. Atmospheric video paintings pass there, reproducing the elements of the desert: sand, wind, fire and water. When a visitor approaches, he can "scan" the images and trigger an interactive sequence. Since the model is in a very bright location, the team used three 10,000 lumens 6K video projectors for the table, so that the typographic elements are clear and well defined. For the tower, three HD projectors were required to give a perfect resolution and brightness to the projected images.

This highly technical project took nearly a year of work to develop an extremely powerful system that handle more than 24 million pixels of generative content with instantaneous responsiveness. The team worked from Montreal to fine-tune the programming, on a reproduction of the scale model.

## Expertise

Audio  
Video  
Lighting  
Control systems  
Interactivity

## Mandate

Technical design  
Technical direction  
Equipment supply  
Integration calibration  
Interactive programming

## Production

GSM Project