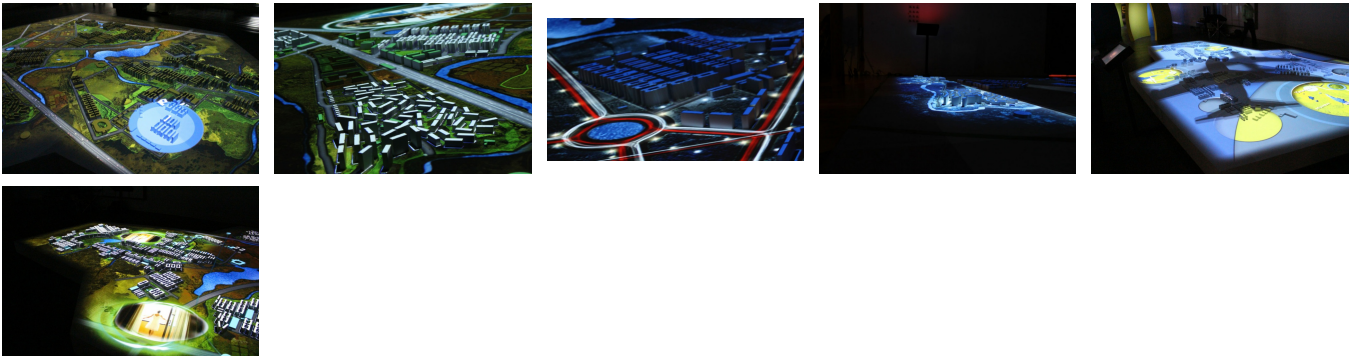# PALAVA

INTERACTIVE MODEL

Lodha Group

Mumbai, India, 2013

Palava, a giant urban development project located just 45 minutes from Mumbai is Lodha Group's ambitious real estate project. Entirely funded by private capital, Palava offers its residents quality accommodation as well as a full range of peripheral services (hospitals, schools, universities, sports complexes, cultural centres, public safety – police/firefighting, shopping centres, green spaces and business zones).

Lodha called on XYZ's innovative team to create a "wow" experience for its Palava sales centre. XYZ completely designed and built a state-of-the-art interactive model of Lodha's vision for Palava.

Description

The animated 6.5 m x 4.5 m model immerses the visitor in a fascinating 5-minute presentation followed by a 15-minute interactive session that lets future residents know a bit more about the innovative community concept that Palava is proposing. The pairing of the 3D video mapping with the stage design elements creates a unique experience that captivates the audience's interest while incorporating powerful communication tools. The installation clearly explains the concepts behind this incredible development known as "India's most liveable city" and invites visitors to the centre to join an amazing community that boasts exceptional quality of life.

The system is completely automated, thanks to a customized interface programmed by XYZ. It can be operated by a single person who requires no particular technical knowledge. As the real estate development will take several years to complete, the content will be updated each year to reflect progress in the construction of the new city.

Expertise

Vidéo
Systèmes de contrôle
Interactivité
Solutions scénographiques

Production

Lodha Group

Mandate

Designer / General contractor
Audiovisual, scenic and lighting design
Project management,Technical management
On site installation
Programming and system tuning