

8th centenary of the Cathedral of Santiago de Compostela

Objective: to celebrate the commemoration bringing the Cathedral of Santiago de Compostela to life through cutting-edge technology, and getting closer to the audience, making them form part of an interactive and memorable experience.

Creative idea and description: GPD designed a pioneer show using the very latest technologies to achieve a 4D effects and through mapping techniques, the façade became a giant screen to recreate its



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history through a virtual tour combining projections, light, sound, music, fireworks and an array of special effects.

Staging and set design: a show that used for the first time in the world virtual reality techniques in 4D on a baroque façade of colossal measures: 100x70 mtrs, with a projection power never used before in a mapping show. The event was completed with the 'Time Machine', a touch screen on an interactive multimedia display for the public, which allowed to interact and choose, with a single tap, some of the sequences projected on the Cathedral every night. Its stunning staging has been a landmark in the history of events.

Results: the event was seen live by over 100,000 people and won the Best Event Award in the competition Eventoplus. It received great massive impact on media and virality on the net.

[DATA SHEET]

Country: Spain

Organiser: General de Producciones y Diseño, (GPD)

Client: Consortium of Santiago de Compostela

Date: July 24th – 31st, 2011

Target: citizens, pilgrims and tourists from all over the world

Location: Santiago de Compostela, Galicia

Budget: up € 400,000 to € 500,000