

LUX's 25th Anniversary Celebrations in Japan

Case Study



Digital art canvas impressed visitors with amazing image quality and vibrant, true-to-life colors.

Christie's advanced visual solutions played an instrumental role in LUX's 25th anniversary celebrations in Tokyo's upmarket Omotesando Hills Space O area on September 27 – 28, 2014. Titled 'Bloom to Shine' – the Hair Meets Art Exhibition involved invited guests and members of the public to be a part of the digital art installation.

Since its Japan debut in 1989, LUX – a global beauty brand developed by consumer goods giant Unilever – has gone from strength to strength. In particular, the LUX's range of hair products is the undisputed market leader in Japan. To celebrate its 25 years of continued growth and success in the world's third largest economy, LUX made the decision to embark on this massive project.

LUX has always aimed to empower and celebrate women. With the idea to allow each individual to experience being a main protagonist and enjoy the brilliance of life, LUX installed a series of sensors, cameras and [Christie® MicroTiles®](#) to present a digital canvas of art.

This partnership between LUX and Christie was a first – and CIMA, Christie's local partner in Japan, conducted a demo session for both Unilever Japan and WOW, who was the organizer of the 25th anniversary celebrations. The Christie MicroTiles' amazing image quality, vibrant, true-to-life colors, brilliant displays and the flexibility to design in any shape or size impressed Unilever and WOW so much that they decided that it was the perfect tool to showcase the 'Bloom to Shine' theme.

Customer:
Unilever Japan

Location:
Tokyo, Japan

Industry/Market:
Beauty

Requirements:

- Vivid color and high brightness
- High-performance coupled with durability
- Ease of convergence with multiple units

Summary:
Christie® MicroTiles® played a key role in fulfilling the dreams of participants at the event. The overall execution of the event, along with the vivid and realistic visuals, helped LUX realize its goals of empowering women while celebrating its 25 years of success in Japan.

Products:

- Christie MicroTiles

Results:
The celebration at Omotesando Hills was a resounding success. The event is a true reflection of Christie's position as a global leader of visual display technologies. The impressions of the capabilities of Christie MicroTiles after the event had been very positive.



The event was set up in such a way that when a person stands in front of a sensor, the camera would be triggered and the Christie MicroTiles would reflect his or her image in the screen, complete with captivating elements such as blooming flowers in the background to truly allow the visitor to enjoy the experience of being a protagonist.

A total of 264 Christie MicroTiles were deployed to set up 4 video walls at the exhibition area during this momentous occasion, each video wall comprising an array of 6 units by 11 units. With the support of Christie Japan, CIMA managed to have the MicroTiles video walls set up within half a day, and was able to have a large buffer to stress-test and make the required calibrations and adjustments.

The celebration at Omotesando Hills was a resounding success with thousands of people thronging the exhibition area throughout the two-day event. Impressions of the capabilities of Christie

MicroTiles after the event had been very positive, with many visitors and guests praising the MicroTiles video walls as beautiful, vibrant and innovative.

The event is a true reflection of Christie's position as a global leader of visual display technologies. To be able to receive such high accolades in Japan – widely regarded as a country famed for its innovations and technological advancements – is a true testament to Christie's world-leading technologies.

"It was a privilege to work with Unilever Japan for LUX's 25th Anniversary", said Mamoru Hanzawa, director, Christie Japan. "The professionalism, as well as insights from CIMA and our support staff were key in ensuring the event's success."

"Congratulations to Unilever Japan on its 25 years of success of LUX in Japan," said Lin Yu, vice-president, Christie Asia Pacific. "The innovative and interactive concept of the celebration is truly advanced and the MicroTiles performed



▲ Christie MicroTiles

beyond our expectations. We are delighted to be part of this momentous occasion and will continue to provide cutting edge, innovative solutions for our customers worldwide."

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.

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