

# “Photo Circuit” Exhibition

## Case Study



## Christie MicroTiles stand out at annual arts event in Tokyo

From the Jomon to the Edo period to the current Heisei period, art has always been important to the advancement of Japanese culture. In every era, the importance of art cannot be overemphasized, as art is inextricably tied to their identity. Art evolves as people’s tastes, preferences and lifestyles evolve.

It is with this philosophy that Roppongi, a seemingly quiet district in midtown Tokyo, has developed a strong sense of identity. Since 2009, Roppongi is brought to life every year with art exhibits springing up at every corner. Constructed in a way to encourage visitors to cross paths with each other and learn the ways of others, this year, artistic director Katsuhiko Hibino transformed the entire town into a highly interactive display. Borrowing a line from one of the earliest works of Japanese literature by Sei Shonagon, this year’s

theme Haru wa Akebono leans heavily toward new media and technologies.

The relationship between people and the new technologies they embrace is clear – most urbanites profess that they cannot live without their smartphones. However, how does that translate into art pieces? How can Hibino engage these ambivalent masses with art?

It was definitely a difficult vision to realize. The difference between staging an art exhibition versus an art installation using Roppongi’s natural surroundings is huge. Construction and installation had to be done within a very tight time frame because Roppongi is a working and living district and these spaces are used by people day in and day out. It was impossible to cordon off the whole of Roppongi just to install the art exhibits.

**Customer:**  
IMG SRC Inc.

**Location:**  
Roppongi, Tokyo, Japan

**Industry/Market:**  
Arts and entertainment

**Partners:**  
CIMA Co. Ltd

**Requirements:**

- Modular flexibility and near-seamless tiling
- High-brightness and high-resolution
- Reliable 24/7 operation

**Summary:**  
Christie MicroTiles were a key feature at the Roppongi Art Festival in Tokyo. Festival attendees were able to interact with the 360-degree circuit on display and share their experience on social media instantaneously.

**Products:**  
Christie MicroTiles

**Results:**  
The creators of the “Photo Circuit” exhibition brought their artistic vision to great heights with the use of Christie MicroTiles. The videos, displayed in real time, were automatically uploaded to YouTube for easy sharing.



▲ Christie MicroTiles

Thankfully, the gap between expectation and reality was not too far off, thanks to the use of smart technologies like Christie® MicroTiles®. The decision to use Christie MicroTiles is not without reason. Previously used in fashion shows and interior design shows, Christie MicroTiles are backed by a strong reputation within the industry.

For the “Photo Circuit” exhibition, MicroTiles were installed in a circular arrangement at slightly above eye-level and placed in a compact housing. A total of 24 iPod Touch devices capture a series of images that are generated into an animated video. The video, displayed in real time on the MicroTiles, is automatically uploaded to YouTube for easy sharing, making it interactive and engaging.

Christie MicroTiles offer color reproduction capability that is a full 115 percent of the NTSC color gamut.

The creators of the “Photo Circuit” exhibition were able to maintain full

creative intent and bring their artistic vision to great heights with Christie MicroTiles. They needed clear and sharp images that would amaze the visitors and this is where Christie was able to support. It gave them 70 times more pixels than the most popular 4mm surface-mount display LEDs. This was a big advantage in realizing their vision.

The feedback of the capabilities of Christie MicroTiles after the event have been extremely positive. 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. The event was presented by IMG SRC Inc., while the Christie MicroTiles were sponsored by CIMA Co., Ltd and Christie Japan.

“We aspired to use the most advanced and technological features to create the feeling of immersion into the virtual world,” commented a representative from

IMG SRC Inc. “The Christie MicroTiles made our images appear fantastically bright and lifelike. Having the ability to configure the screen into any shape allows for the implementation of many creative ideas.”

“The Japanese are very forward-looking when it comes to innovation and creativity. This year’s exhibition really shows us the extent to which the Japanese embrace technology. Christie is extremely heartened to have participated in the Roppongi Arts Festival” said Mamoru Hanzawa, general manager of Christie Japan.

As they say, seeing is believing and yes, dreams can become reality.

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