

# The Dai Show Theatre

## Case Study



## Bringing life to the Dai culture in Yunnan

As China becomes more sophisticated and culturally diverse, it has seen growth and expansion of theme parks, cinemas as well as entertainment hubs to attract tourists from all over the world. The Chinese have also grown to appreciate a more cultured lifestyle and have developed an impassioned taste for the arts and entertainment. This has created an opportunity for inland tourism where a variety of entertainment and theatres have blossomed. Whether it is a stage play, musical, a highly charged live performance, or even a concert by international artists, there are clearly a variety of options available.

One such venue where you can enjoy a plethora of entertainment is the Xishuangbanna International Resort, developed by the Wanda Cultural Industry Group. This lavish resort is home to the Dai Show Theatre, a 1,183-seat capacity

theatre designed by well renowned architect, the late Mark Fischer, whose previous appointments included having served as the artistic director for the opening and closing ceremonies of the Beijing Olympic Games, Guangzhou Asian Games and London Olympic Games.

The theatre is shaped like a bamboo hat, a prominent fixture unique to Dai culture, and has already gained landmark status in Xishuangbanna. Besides the architectural beauty it exudes, the Dai Show Theatre boasts advanced technical and technology equipment to compliment a permanent 75-minute acrobatic water spectacle orchestrated by one of the world's top theatre directors, Franco Dragone.

Audiences watching the acrobatic water spectacle at The Dai Show Theatre

### Customer:

Wanda Cultural Industry Group

### Location:

Xishuangbanna, Yunnan Province, China

### Industry/Market:

Entertainment

### Partners:

Wincom Technology

### Requirements:

- Vivid color and high brightness
- High-performance coupled with reliability

### Summary:

The Dai Show Theatre is able to enhance its visual effects with the installation of multiple Christie projectors to create an immersive experience for their audience.

### Products:

- Christie DS+14K-M projectors (8)

### Results:

The Dai Show Theatre is able to immerse visitors in a holistic experience. The floor of the theatre is transformed to a vivid showcase of lifelike images and colour.



▲ Eight Christie DS+14K-M projectors create stunning projections on the stage.

are amazed at the high-end projection mapping experience. Using the stage floor as a canvas, the Christie projectors paint the performance area with beautiful, life-like images that complement the choreography of the performers.

To ensure the highest visual quality, the end-user chose and installed eight Christie DS+14K-M projectors. Christie's trusted partner, Wincomn Technology, was responsible for the systems design, integration, installation, commissioning, operation and maintenance of the projectors. Ensuring the perfect combination of technology and choreography was not an easy task. Wincomn Technology had to work with various parties involved with the show to put the pieces together.

"We needed projectors of superior quality that portrayed the canvas with vividness and realistic images to immerse the audience in the experience. We also had to ensure that the

investment was cost-effective and reliable," said Tony Chen, General Manager, Wincomn Technology.

"At the end of the day, we wanted to make the show a success and have people talking about how amazing and visually captivating the show at the Dai Show theatre is, that is all that matters and this brings great satisfaction to the team," added Chen.

The show is indeed fascinating. The stage is transformed into a mystical jungle where a love story about a city boy who is captivated by the beauty of a Dai princess unfolds. The projectors are able to enhance the stage's existing props to create the different scenarios and special effects to imitate a live experience of wind, rain and thunder. At one point, the stage is filled with water to mimic the effect of a heavy downpour and ripples and projections of raindrops are created using visual effects. The combination results in a truly immersive experience for the audience. This is possible with 8 Christie DS+14K-M projectors.

Christie DS+14K-M projectors are high-performance and feature-rich projectors. They deliver high quality visuals with 3D capabilities. These projectors offer low cost of ownership and are the best value and choice for major performances and shows.

Wincomn also had to ensure every movement of the show was captured and shown to the audience. They not only needed a projector of high caliber but also an easy-to-integrate system that can be combined with the VYV technology that is able to



▲ Visuals from the Christie projectors transform the stage into a mystical jungle.



▲ Lifelike images displayed by the Christie projectors complemented the choreography of skilled performers.



▲ An engineer from Wincomn Technology installs one of the Christie DS+14K-M projectors for the show.



▲ The Christie DS+14K-M projectors being tested before the performance.

achieve the dramatic scenery and trace the movement of the performers on the canvas to create various dramatic effects.

This was crucial for the immersion of the audience. The Christie projectors are able clearly project images with such great detail and resolution to produce the real life images they needed for the show.

Wincomn also needed a solution that was cost effective and within budget. Having the right technical support and advice was instrumental.

“The technical team from Christie was a great support to us during the installation phase. They provided us great advice and consultation. In the end we only needed eight projectors to make the show a success instead of twenty,” added Chen.

The versatility, quality and reliability of the Christie projectors proved to be a star in its own right, not only fulfilling the technical requirements but solving operational issues.

“The flawless projections during the performances have been made possible with the great partnership we have with Wincomn Technology. They have proved once again their capabilities on delivering results. It is amazing to know that our M Series projectors were the choice for making this happen,” said Jason Pei, Deputy General Manager, Christie China.

Lin Yu, Vice President, Christie Asia Pacific, added: “Christie is extremely honored to have played a significant role in making the Dai Show Theatre a reality and be part of a national icon that helps attract people from all over the world to enjoy an immersive experience in theatre.”

The future for the Dai Show theatre is looking bright, adding to the rich and diverse culture of the province of Yunnan.

#### Contact Christie

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



▲ Christie DS+14K-M projector

Installation photos courtesy of Wincomn Technology

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