



Press Release – for immediate release

Bart Kresa’s Sviatovid projection sculpture to debut at ISE 2019

A unique visual experience and an Opening Address from the master projection designer

AMSTERDAM, 11 JANUARY 2019: Panasonic Business and Integrated Systems Europe are joining forces to bring Bart Kresa’s newest projection mapping showpiece to ISE 2019.

Sviatovid, a faceted, five metre tall projection sculpture, is the successor to the iconic *Shogyo Mujo*, which debuted at the Burning Man Festival in Black Rock Desert, Nevada, USA in 2014. The new sculpture is set to create a new benchmark in audio visual art and will be illuminated through 360° in True 4K using four Panasonic PT-RQ32 4K, 30,000lm laser projectors.

The world premiere of *Sviatovid* will mark the launch of the new BARTKRESA Academy, which offers recent art school graduates the chance to learn projection mapping on a training course at Kresa’s studio in Lublin, Poland.

Following ISE, the sculpture will find residence at the Centre for the Meeting of Cultures in Lublin.

“The high-level of design and production that we have achieved with *Sviatovid*—high resolution, four times 4K, 120,000 lumens, and a complete transformation of the sculpture—is innovative. When I think of the best place in the world to premiere cutting edge new work, I think of ISE. We are so appreciative of Panasonic for collaborating with us on this project, and to ISE for supporting the premiere,” commented Bart Kresa.

Mike Blackman, Integrated Systems Events Managing Director commented: “This the first time *Sviatovid* will be shown anywhere, so we are delighted that Bart has chosen ISE to debut the piece, which is sure to provide a stunning centrepiece for the show.”

“Bart Kresa is one of the world’s foremost projection artists who has contributed to iconic works such as the Game of Thrones series premiere party and the mapping of NASA’s Endeavour Space Shuttle,” said Hartmut Kulesa, European Marketing Manager for Panasonic. “Given the brightness and resolution of the projection on a relatively small surface, this is likely to be a real highlight and a great photo opportunity at this year’s exhibition.”

Sviatovid will be on display outside Hall 1 and 2 (Entrance K) throughout ISE at the RAI, Amsterdam from 5-8 February.

Bart Kresa will also give the ISE 2019 Opening Address which will take place at 18.00 on 4 February at the Forum, RAI Amsterdam.

Panasonic will be exhibiting in its usual position in Hall 1, Stand H20. For more information, please visit the Panasonic website: <https://business.panasonic.co.uk/visual-system/join-us-at-ISE-2019>

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Additional information is available from:

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About Integrated Systems Europe:

Launched in 2004, ISE is the world’s largest tradeshow for the professional AV and electronic systems industry. ISE 2019 will take place from 5-8 February 2019 and is expected to draw over 1,300 exhibitors and more than 80,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: www.iseurope.org.

About AVIXA:

AVIXA™ is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems

integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at avixa.org.

About CEDIA™:

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 29th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit www.cedia.net.