

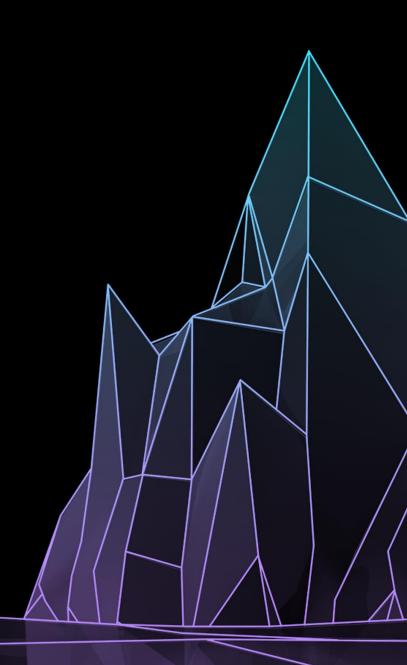
PROJECTS SHOWCASE

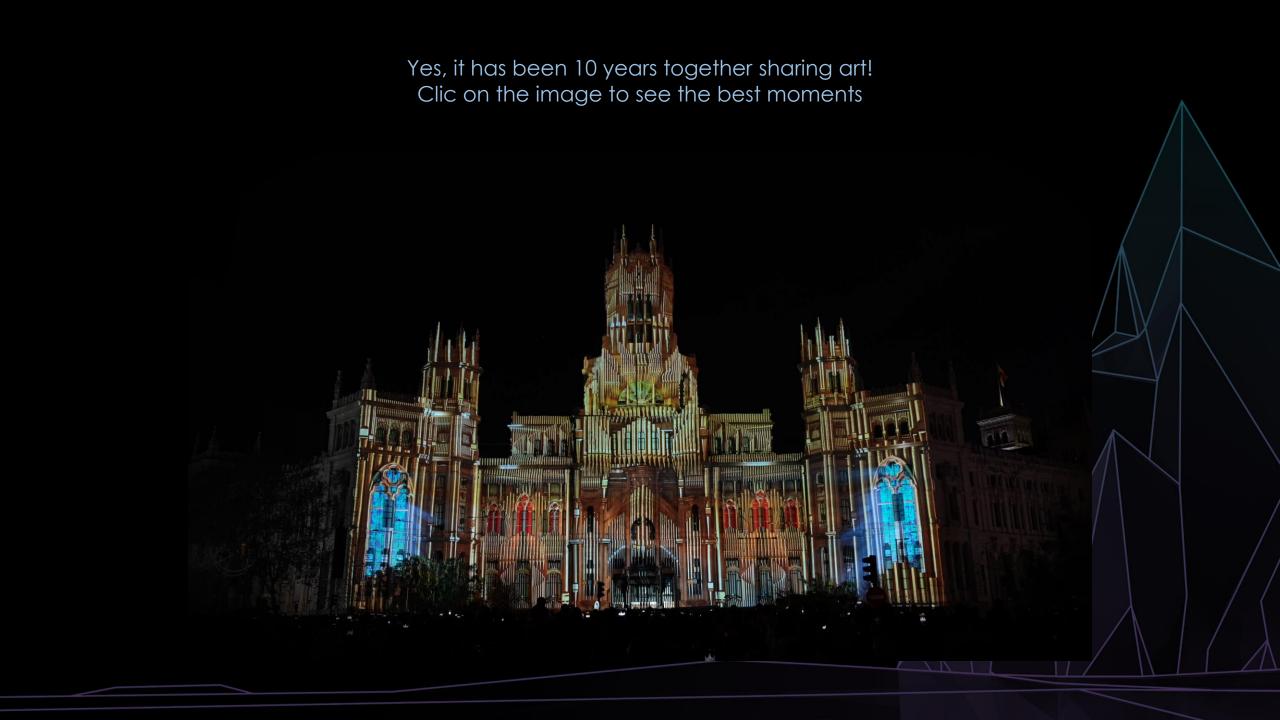
#### José Vaaliña

Director
jose@eyesbergstudio.com
+34 697 48 49 96

#### **EYESBERG STUDIO**

AV. REPÚBLICA ARGENTINA 74 ENTRESUELO 08023 BARCELONA ESPAÑA



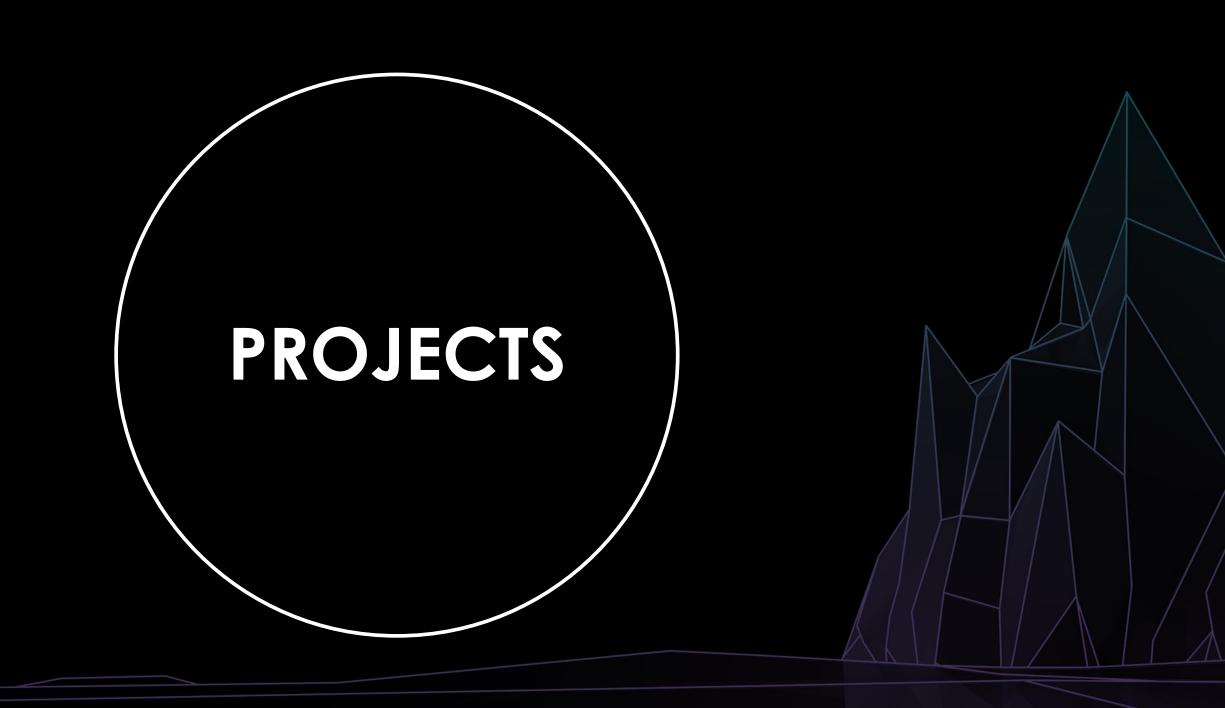


We create experiences that transform reality into art

# CONTENTS:

PROJECTS

2 CONTACT INFORMATION







#### MERRY CHRISTMAS, MADRID!

MERRY CHRISTMAS, MADRID! was an audiovisual spectacle that filled the facade of the Palacio de Cibeles with magic. The story of Christmas told by the Star of Bethlehem attracted more than 200,000 people to the most emblematic square in the capital. The projection culminated in a dazzling fireworks display, becoming one of the largest mappings in Spain, and undoubtedly, a grand and emotional Christmas Greeting for the people of Madrid from the very heart of the city.

**CATEGORY**: Mapping

**EVENT**: Madrid's Christmas Campaign

LOCATION: Madrid, Spain.
VÍDEO: https://vimeo.com/801958064





#### **KLIMT** THE IMMERSIVE EXPERIENCE

We created new scenes for this impressive 360-degree experience for MAD Madrid Artes Digitales, a large-format projection room showcasing the most significant works of the modernist painter Gustav Klimt. It was a unique experience that allowed viewers of all ages to immerse themselves in the vibrant Vienna of the late 19th century and firsthand enjoy the evolution of the modernist artist's work and his world.

CATEGORY: Immersive installation
EVENT: KLIMT the immersive experience
LOCATION: MAD Madrid Digitals Arts. Spain
VIDEO: https://vimeo.com/817700914





#### 1.5 DEGREES BRIGHT FESTIVAL

In October 2023, the piece "1.5 Degrees" was selected for the immersive works showcase at the BRIGHT festival in Leipzig. We reimagined the piece in immersive format in an unforgettable location, the Kunstraftwerk.

To create the content for this piece, we used recordings of ice interacting with various types of light such as projections, lasers, and LEDs, mixed with digital effects to achieve realistic, deep, and moving textures. By using ice as the protagonist of this work, Eyesberg aims to convey the beauty of icebergs and invite reflection on their vital importance.

**CATEGORY:** Immersive Mapping

**EVENT**: Bright Festival

**LOCATION:** Brussels, Belgium











#### 1.5 DEGREES

Transforming the Castle of La Alameda into a giant iceberg of light and music highlights the beauty of these colossi.

1.5 degrees above pre-industrial measurements—the ones from 1850 to 1900—is the temperature separating us from global climate catastrophes. Our only hope lies in reducing CO2 emissions, which cause global warming, glacier disappearance, and impact cascades on ocean currents, tides, atmospheric pressure, winds, and rainfall: vital changes affecting ecosystems and species balance. The existence of glaciers largely determines the stability needed for life on Earth; the risk of their disappearance is the distress call we must address.

**CATEGORY:** Mapping **EVENT:** Luz Madrid

LOCATION: Madrid, Spain





#### **WAH** MADRID

We directed and produced the visuals for the audiovisual show of WAH, one of the largest permanent musicals in Europe. The experience combines music, video, art, and gastronomy for all ages. In the multi-space of WAH at IFEMA, created during the pandemic, the musical numbers, stage performances, and visuals transport the audience through the milestones of all genres: opera, jazz, rock, pop, flamenco, electronic music, romantic, in short, throughout the playlists of our lives.

**CATEGORY:** Musical Show

**EVENT**: Wah Madrid

LOCATION: IFEMA. Madrid. Spain

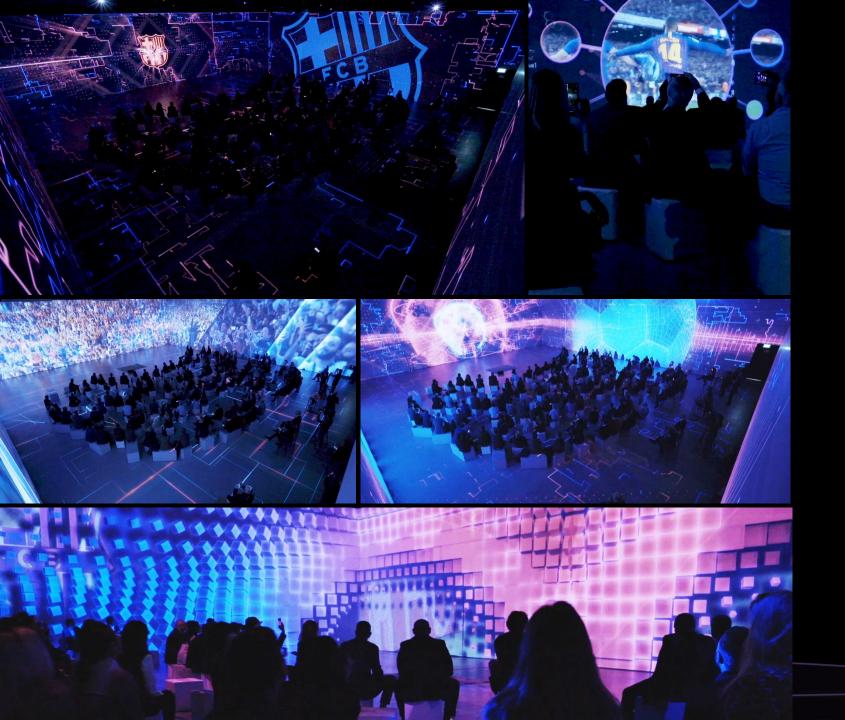




#### DER FREISCHÜTZ

Exactly 200 years after the acclaimed premiere of Carl Maria von Weber's "Freischütz" at Gendarmenmarkt, La Fura dels Baus, renowned worldwide for its avant-garde opera productions, ventured to recreate the depth of the German forest in the Grand Hall of the Konzerthaus Berlin to offer an exciting and fresh interpretation of this romantic opera. The production featured long pieces of tulle onto which projections were cast, creating volumes, transparencies, perspectives, and shadows..

CATEGORY Theatre - Opera EVENT: Konzerthaus 200th Anniversary LOCATION Konzerthaus Berlin. Berlín. Germany





### **BARÇA DIGITAL 2020**

We have created an immersive experience for the presentation of FCB's digital strategies for the year 2020. The event took place at the IDEAL Digital Arts Center, a unique immersive space in Barcelona. We used over 1000 square meters of screens to create a new audiovisual language and immerse the audience in new worlds to explore.

CATEGORY: Immersive Installation
EVENT: "Internal event of Barça"
LOCATION: Barcelona Spain

LOCATION: Barcelona. Spain.
VÍDEO: https://vimeo.com/479773699





"Barcelona Photographic Memory" was the first immersive experience about the city of Barcelona, brought to life through the lens of six of Catalonia's top photographers. It offered an unprecedented view of the city from the 1950s and 1960s through the photographs of Francesc Català-Roca, Oriol Maspons, Leopoldo Pomés, Joana Biarnés, Xavier Miserachs, and Colita, all recreated in a new immersive and digital environment. The experience featured large-format pieces, 360-degree immersion, Virtual Reality, and additional projections and interactive proposals based on Artificial Intelligence.







**CATEGORY:** Immersive installation

**EVENT**: 360-Degree Projection

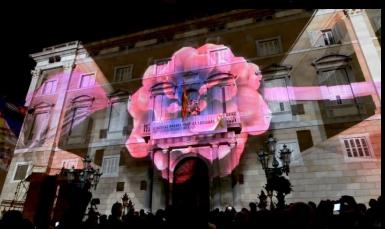
**LOCATION**: IDEAL - Digital Arts Center.

Barcelona, Spain.















#### **ODE FROM THE SKY**

Is an immersive videomapping experience created in collaboration with the SLIDEMEDIA studio, enhanced with lighting effects projected simultaneously onto the facades of the palaces housing the Barcelona City Council and the Government of Catalonia, during the Mercè festivities at the MAC FESTIVAL 2018.

Additionally, it's an immersive experience based on a poem by writer and poet David Castillo, which provides lyrics, title, and script for the piece.

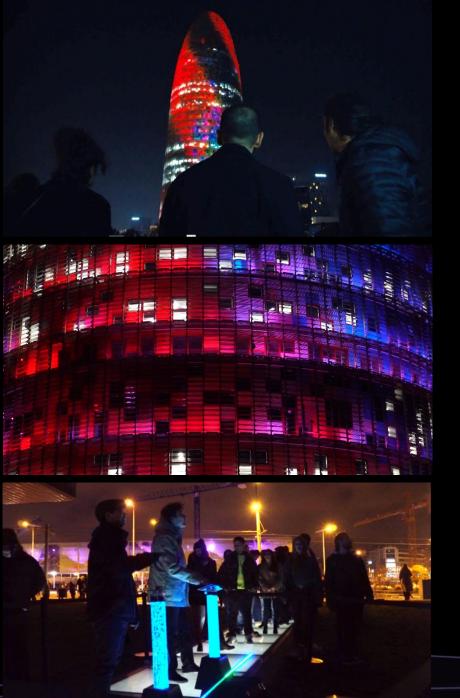
"ODE FROM THE SKY" is a journey through time and space, through the history and streets of Barcelona, a contemporary, dynamic, mixed, and ever-evolving city.

**CATEGORY:** Immersive mapping

**EVENT**: LLUM BCN 18

**LOCATION:** Barcelona. Spain







#### **EMOTIONS**

For the Llum BCN 2019 Festival, we created "EMOTIONS," an interactive installation where interested audiences could create music and visuals on the Glorias Tower in Barcelona using touchscreen displays and hand-tracking sensors. Experimenting and playing, they could change the tower's views in real-time from any point in the city.

The building acted as a giant antenna that amplified the emotions and interactions of the audience during the three days of the festival, coinciding with the celebration of the patron saint, Santa Eulalia.

**CATEGORY**: Interactive Led Installation

**EVENT**: LlumBCN 2019

**LOCATION**: Glories tower, Poblenou.

Barcelona. Spain.



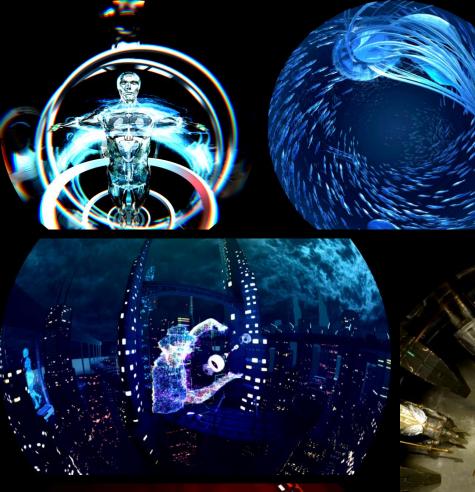


#### PASTORAL FOR THE PLANET

La Fura dels Baus presented their own version of Symphony No. 6, composed by Ludwig van Beethoven and known as the Pastoral Symphony. Completed in 1808, it is one of Beethoven's few programmatic works, and the composer subtitled it "Recollections of Country Life." Director Carlus Padrissa reinvented the piece under the name PASTORAL FOR THE PLANET, in a new fusion with compositions by Anton Reicha, Carl Maria von Weber, Julius Rietz, and Fanny Mendelssohn.

Padrissa proposes an immersive meditation on the relationship between nature and humanity, and the possibility of living without consumerism.

CATEGORY: Theatre - Ópera - Mapping LOCATION: París - Aix en Provence – Bremen - Festival de la Porta Ferrada VÍDEO: https://youtu.be/escspm11NT4









#### **BETA 2.1.20** FULLDOME MOVIE

Llum BCN is Barcelona's festival of art installations and light. For it, we've created a piece that takes us to a future where mass production of robots is a reality, and everything is automated.

We enter the factory where the new series of robots Beta 2.1.20 is being created, but one of them exhibits an anomaly.

Artificial intelligence advances beyond our control, and we witness the awakening of a new being. A being that can feel, imagine, and create.

A story that invites us to reflect on what intelligent life is.

**CATEGORY:** Fulldome - History

**EVENT**: LlumBCN 2018

LOCATION: Barcelona. Spain





### BARÇA INNOVATION HUB

During the 2017 Mobile World Congress in Barcelona, our work for the FCB Innovation Hub was presented with a teaser projected during the speakers' speeches.

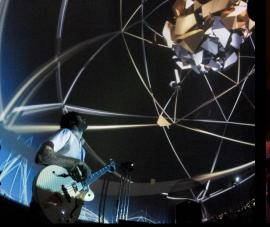
For this project, we created the graphic design BARÇA INNOVATION HUB and some pieces of video art related to science, sports, health, technology, and topics related to the project led by the club.

CATEGORY: Videomapping

**EVENT**: Auditory

**LOCATION** Barcelona. Spain.

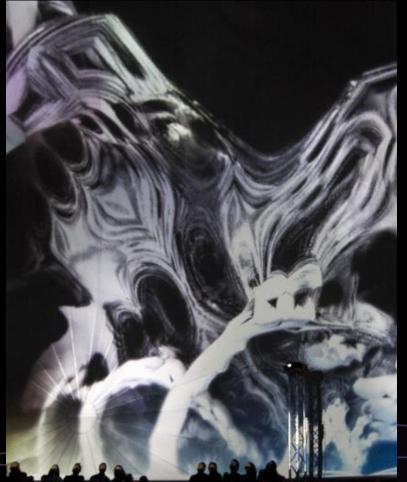














#### **SYNAPSE**

In a human mind, two musicians represent the right hemisphere, embodying the analytical and logical side, and the left hemisphere, representing the more creative aspect of the brain. They engage in a poetic audiovisual dialogue where duality takes center stage. Descending through a tunnel into the depths of memory, the two hemispheres challenge each other in a struggle of ideas and geometric shapes, seeking a muse. They create poetry with their musical notes in increasingly organic and colorful scenes until they reach a profound liquid peace where the birth of an idea occurs.

**CATEGORY:** Fulldome

**EVENT**: LlumBCN 2015 Festival Light

**LOCATION:** Barcelona. Spain













#### **NOICANIGAMI**

NOICANIGAMI is an interactive adventure in fulldome format for children, where the audience can choose different paths and options, experiencing a different adventure each time.

We begin the story in a room filled with toys and memories, and a magical book presents us with a riddle, guiding us towards an island suspended among the stars.

There, we will be attacked by giant dragonflies and discover hidden temples in the jungle, all to uncover the answer hidden within the book's pages.

CATEGORY: Espectáculo Infantil Fulldome

**EVENT**: LlumBCN Festival Light 2018

**LOCATION:** Barcelona. Spain.







#### **AMADEUS**

AMADEUS is an interactive experience in a gaming dynamic that combines music, multimedia art, and technology.

The player can interact with the story using a large piano projected onto the floor, activating music, video, and effects, changing in real-time the facade of the Museum of Geology in the Parc de la Ciutadella in Barcelona.

AMADEUS guides us on a fantastic journey of seven acts, which traverses the origin of life and humanity's passage in the universe through its significant moments.

CATEGORY: Interactive mapping - game

**EVENT**: MAC Festival 2014 **LOCATION**: Barcelona. Spain.











#### **AMADEUS** NEW HORIZONS

Four years after its first visit, the spaceship AMADEUS is on a new mission, this time to save the planet, which is on the brink of collapse.

The audience wishing to participate in the interactive game helps the spaceship achieve its goal by jumping, dodging meteorites, illuminating the way, and finding magical stones that will restore the planet's soul.

The audience is invited to join the crew with the help of four fantastic animals.

AMADEUS NEW HORIZONS is an Interactive Mapping with a gaming dynamic that creates a unique atmosphere of light, sound, and fantasy, thanks to the dynamic light control platform created by ProtoPixel, a friendly company from Barcelona.

**CATEGORY:** Interactive Mapping - game

**EVENTO**: MAC Festival 2018

LOCALIZACIÓN: Barcelona. Spain















#### **ICELAND**

Coinciding with the La Mercè 2017 festivities, we installed the Dome at the Arc de Triomphe to project an immersive audiovisual experience that we created about Iceland. The piece commissioned by AMGEN showcases the remarkable situation of the island, a country that has managed to gather the genetic legacy of its population over time. Its geography and unique landscapes are both the cause and reason for its unique human geography.

Close to 10,000 people visited the Dome that weekend, and we conducted 30 daily screenings in response to the long queues at the Dome's entrance.

It was three days during which people of all ages and from different parts of the world could immerse themselves in a journey through the scientific aspects of Iceland.

CATEGORY: Full Dome EVENT: MAC FESTIVAL 2018 LOCATION: Barcelona. Spain





#### **OMBRA FESTIVAL**

The design of the entire stage revolves around the concept of volumetric light, precisely cutting through the darkness and creating an atmosphere where both elements coexist, mutually elevating each other.

We used projectors oriented towards the audience with a thin transparent screen between the DJ and the spectators, where the light beams converge and then diverge. On the sides of the stage, two large audioreactive light sculptures made with laser add shape and verticality.

CATEGORY: Stage design EVENT: Ombra Festival 2023 LOCATION: Barcelona, Spain







# 25° ANNIVERSATY OF PALAU ROBERT

An eight-minute mapping was the highlight of the event and the light party in the palace gardens.

Featuring Magalí Sare as the main voice and actress, and with the Del revés studio in charge of vertical dance.

Under the artistic direction of Franc Aleu and José Vaaliña, and with original music by Marc Parrot

CATEGORY: Projection Mapping

**EVENT**: 25° Anniversary of Palau Robert

LOCATION: Barcelona, Spain







#### THE 50 BEST RESTAURANTS 2018

We've created the stage design for the opening ceremony of "The 50 Best Restaurants 2018" at a magnificent venue, the Euskalduna Palace in Bilbao. Through projected images, we explained the process of the main elements that enable humans to cook: Wood, Fire, Steel, Water, and Steam. We designed a structure inspired by the Guggenheim Museum as an expression of art and science.

Video Mapping was present throughout the entire ceremony, smoothly changing the stage for an hour. We 3D printed the stage for testing purposes and mapped it in 3D using Smode, utilizing the UV mapping technique.

**CATEGORY:** Video Mapping

**EVENT**: The 50 best restaurants 2018

**LOCATION:** San Sebastian





## **CONTACT INFORMATION**

Organization's name Eyesberg Lab SL

Contact person Jose Vaaliña

**Address** Avda. República Argentina, 74. Entresuelo.

08023 Barcelona (Spain)

**Phone number** +34 697 484 996

**Email** jose@eyesbergstudio.com

Web <u>www.eyesbergstudio.com</u>

**CIF** B67086462



