

PROJECTION MAPPING PROPOSAL

9/18/19

THE NEW YORK WRITERS INSTITUTE PRESENTS
THE ALBANY FILM FESTIVAL

MagicWig
PRODUCTIONS, INC.



WHO WE ARE

MagicWig Productions, Inc. uses the power of storytelling to engage, educate and entertain audiences across the world.

A full-service creative company specializing mission-based messaging. We specialize in rich video content, large-scale event staging for businesses and nonprofit organizations as well as audio recording studios

Its independent film projects, such as *So Right So Smart*, a documentary about green businesses narrated by Daryl Hannah, have won numerous industry awards and our tv show *Brewed in New York* won two Emmys.



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OUR CAPABILITIES

MagicWig's has been a leader in providing industry standard indoor and outdoor projection for nearly 20 years.

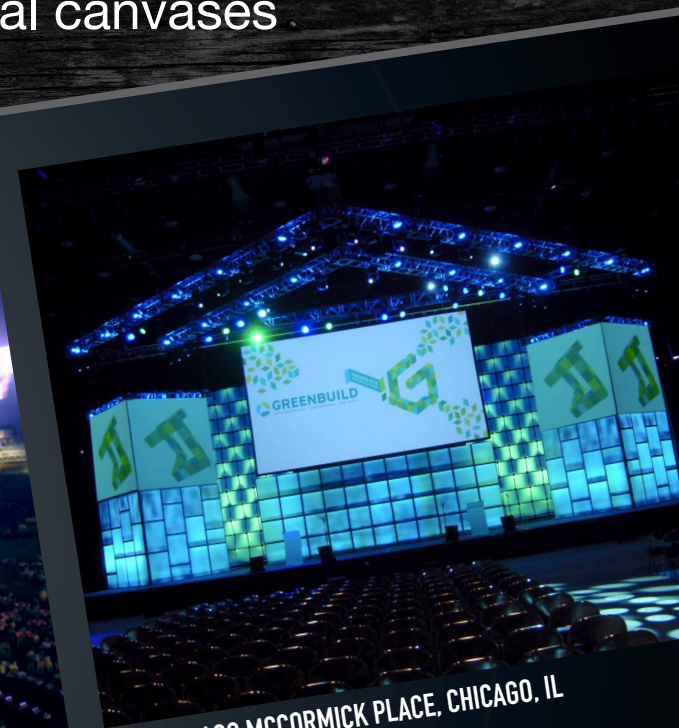
Our artists captivate huge live audiences through a combination of custom graphics, animation, and live-action video on large digital canvases with immersive music and sound landscapes.



AIR CANADA CENTER, TORONTO, CA



CHASE FIELD, PHOENIX, AZ

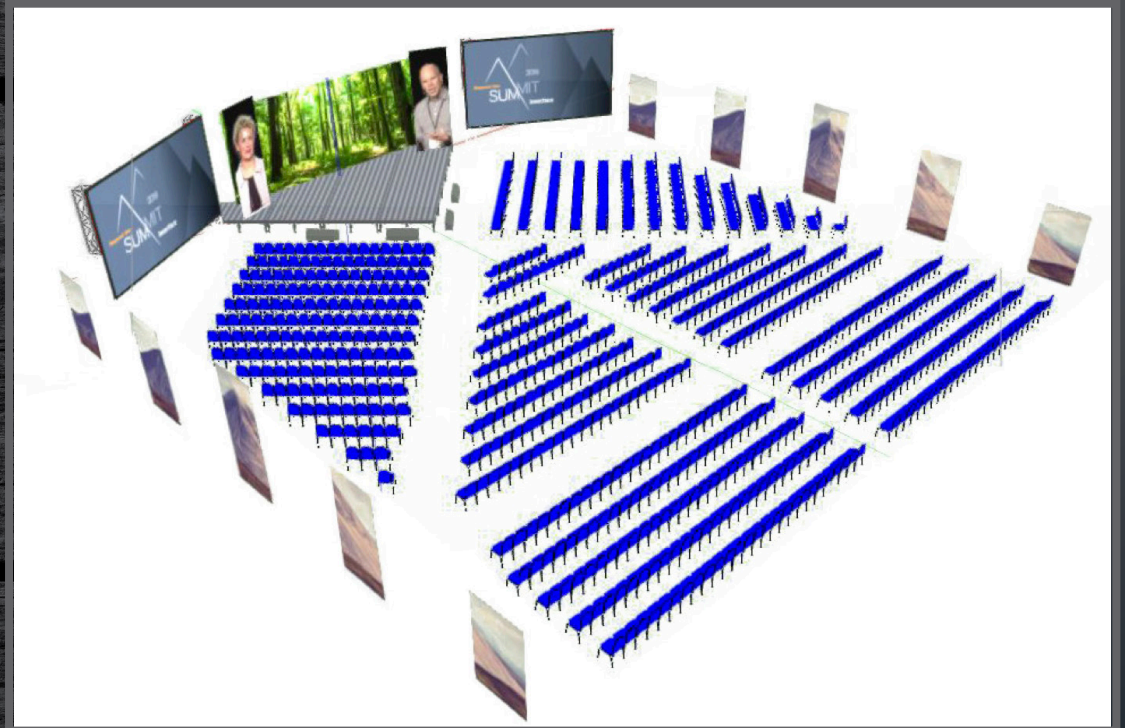


CHICAGO MCCORMICK PLACE, CHICAGO, IL

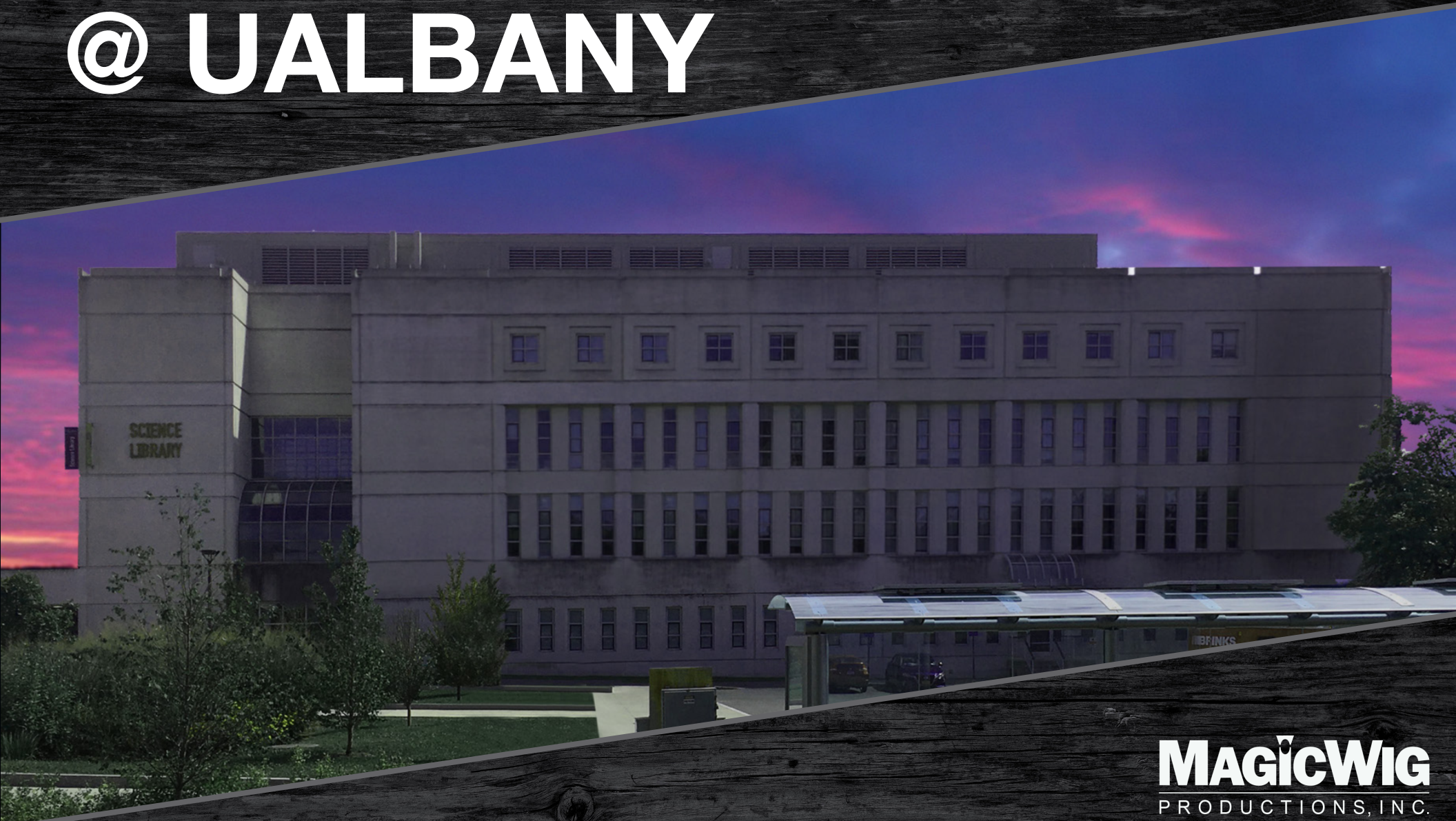
CASE STUDY

In 2019 MagicWig successfully created and implemented a 13-screen projection and LED mapping project for a 1000+ attendee meeting in Atlanta. MagicWig was responsible for all aspects of production, including the creation of an opening plenary kickoff video that told a unified story on all screens simultaneously.

We also created a series of unique 5-minute video/animation 'loops' for each day of the 3-day conference to give attendees a different environment and experience throughout the event.



PROJECTION MAPPING the SCIENCE LIBRARY @ UALBANY

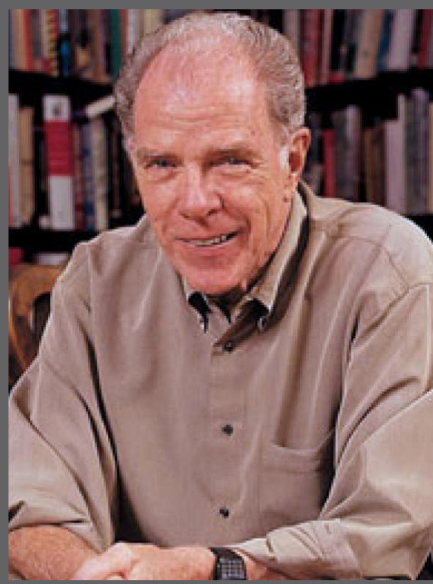


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GOALS: TELLING A STORY ABOUT ALBANY, AUTHORS AND FILMMAKING

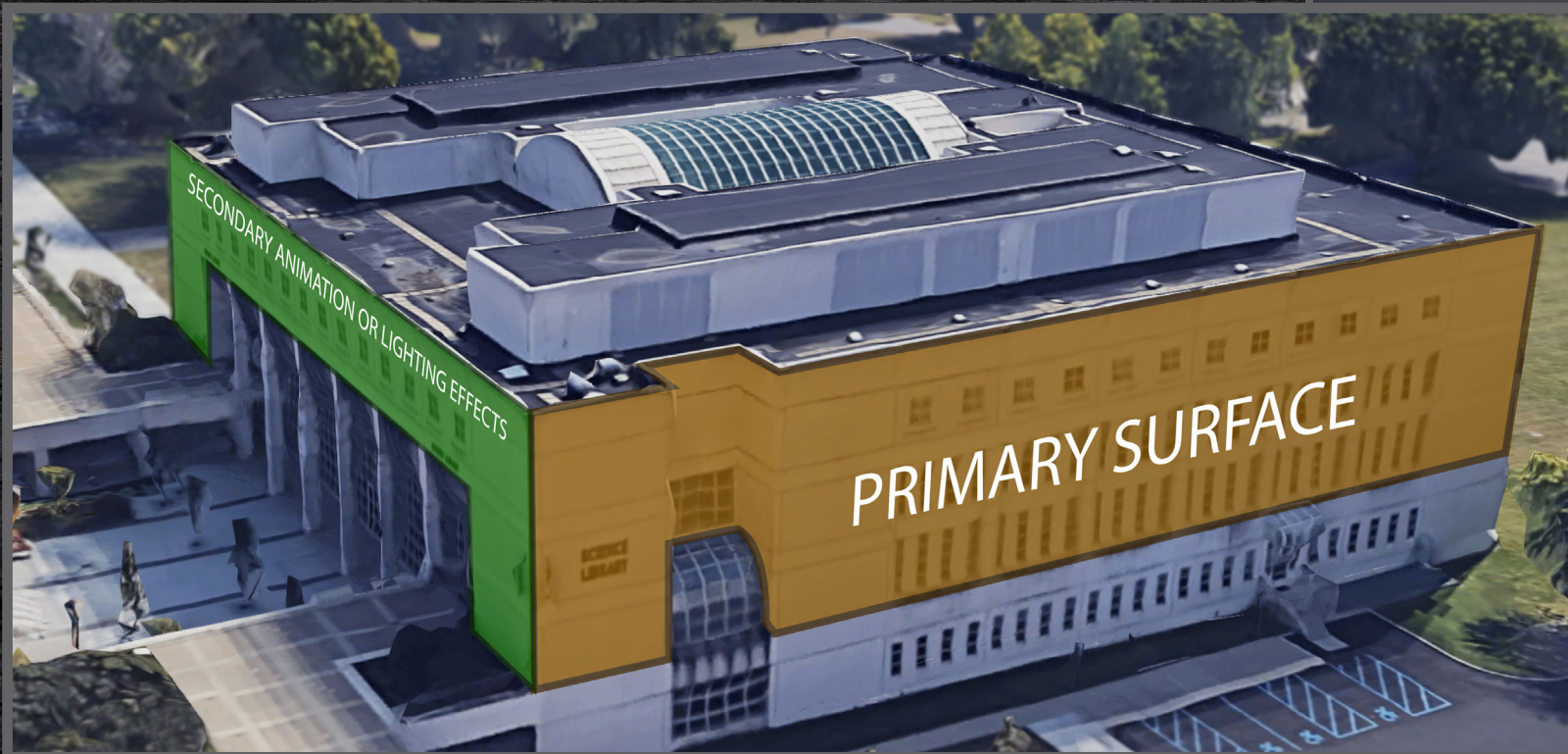
The production will serve as a unique audio-visual centerpiece for the New York Writers Institute's Albany Film Festival at the University at Albany.

The project will highlight the Albany unique history and character, and the area's importance as a national center for storytelling, writing and filmmaking.



PROPOSED LOCATION & SURFACES

The proposed work will be projected on the west side of the University at Albany Science Library facing the Dutch Quad and wrap around the north side of the building, facing the Campus Center.



VISUAL STYLE

The visuals will be a combination of motion graphics, animations, illustrations, photos, video and film that tell a cohesive, impressionistic story. 3D graphics will “break” the architecture into geometric planes that will serve as transitions and borders between the images.



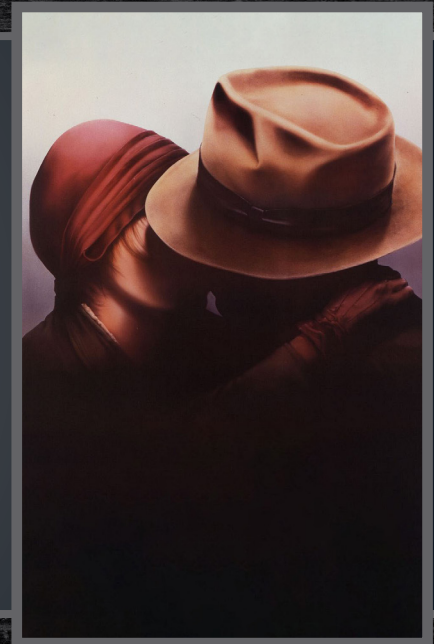
VISUAL STYLE CONT.

Historical paintings, and archival photos will be animated in various creative ways to make the scenes kinetic and engaging.



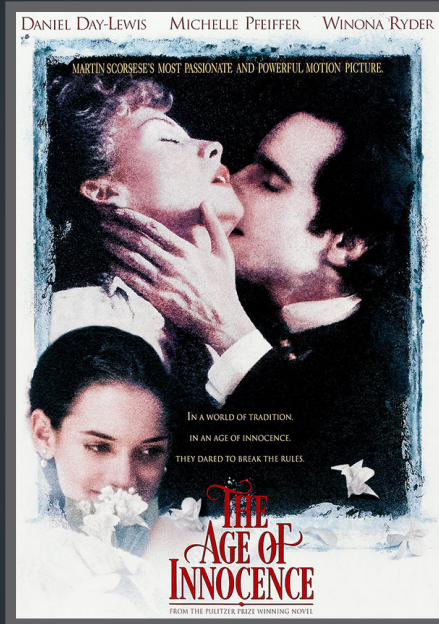
VISUAL STYLE CONT.

Illustrations of key moments and scenes from books by local and regional authors will be incorporated into the presentation such as Herman Melville, James Fennimore Cooper, William Kennedy and others.



VISUAL STYLE CONT.

Movies, film set production photos and movie posters will highlight the regions' connection to film. Films produced locally could include *The Time Machine* (2002), *Age of Innocence*, *Seabiscuit*, *Ironweed*, *Scent of a Woman*, *Billy Bathgate*, *The Horse Whisperer*, *War of the Worlds* (2005), *The Other Guys*, *Salt*, *A Place Beyond the Pines* and others.



AUDIO EXPERIENCE

The project will incorporate an original musical score designed to immerse the viewer and enhance and the overall audio-visual experience.

The producers will commission the score and work closely with the composer throughout the production to ensure that the musical motifs and timing align with the themes in the visuals. The music will evolve throughout to reflect the various eras represented.

