

# PRESENTATION





# DIRTY MONITOR

AN INNOVATIVE AND CREATIVE VISION FOR YOUR PROJECTS.

The Belgium based company Dirty Monitor is an enthusiastic creative studio, pioneer in the field of content conception and production for **VIDEO MAPPING** projections, **VIRTUAL REALITY**, **AUGMENTED REALITY** or **INTERACTIVE SOLUTIONS**.

Since our creation in 2004, we've managed to become a reference for 3D Video Mapping, VJing and Digital Art. Over the years, the company has gained an international reputation, thanks to its fruitful collaboration with renowned directors, agencies, brands and other great names from the event industry.

With at the present time, large-scale projects both in Belgium and abroad, such as:

- **Our interactive and immersive exhibitions such as : Van Gogh, Monet, Klimt, Alice in Wonderland, Pompéii, Caravaggio, The Smurf Experience, ...**
- **The Grand Opening ceremony of Sheikh Abdullah Al Salem Cultural Center**
- **The Opening Ceremony of International EXPO-2017 in Kazakhstan**
- **The Royal Opening of the King Abdulaziz Center for World Culture in Dhahran**
- **Bordeaux Wine Festival 2016**
- **The inauguration of the new Sheikh Jaber Al Ahmad cultural center in Kuwait**
- **The video animation for the new year 2015 and 2016 on the highest tower in the world, the Burj Khalifa in Dubai.**
- **The 175th anniversary of Patek Philippe in Geneva**
- **The opening of the 3rd Beijing International Film Festival, ...**

Live performances, installations, exhibitions, product launches, celebrations, inaugurations, parties,... Whatever the desired atmosphere, structures or surfaces are, we offer the audience a unique visual and immersive experience.

Our team is composed of multidisciplinary professionals and artists, all coming from different fields, ranging from architecture to graphic design, a wealth of ideas and skills, essential source for impressive and memorable productions.

Our mission: Enhancing without distorting.

**Our Showreel:** [CLICK HERE](#)

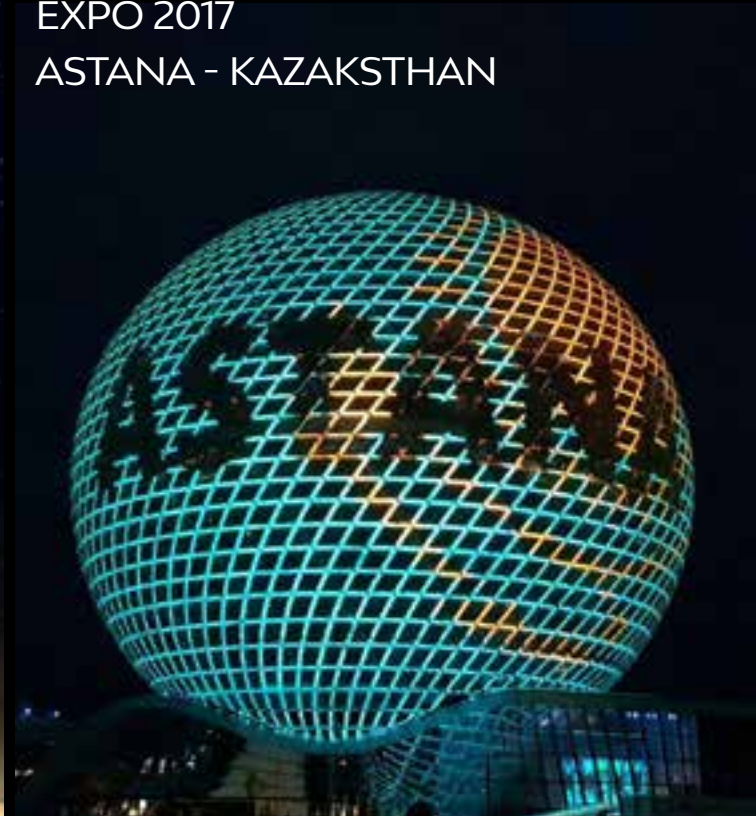


PRESENTATION // VIDEO MAPPING

NEW YEAR - 2015 & 2016  
BURJ KHALIFA  
DUBAI



EXPO 2017  
ASTANA - KAZAKSTHAN



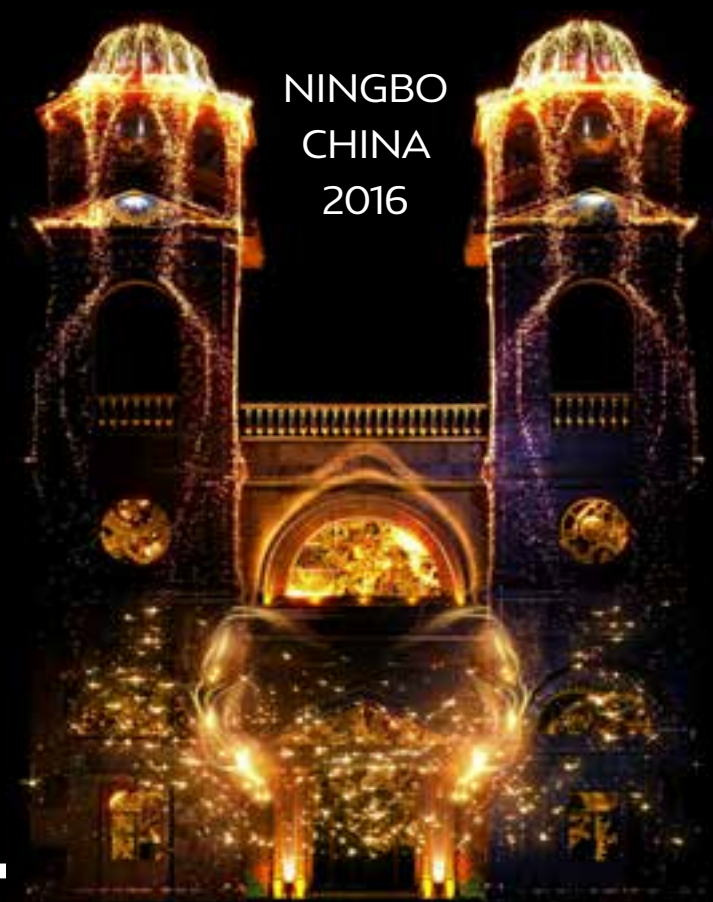
STATE VISIT 2017  
NEW DELHI - INDIA



MACAO LIGHT FESTIVAL  
SAINT-PAUL CHURCH  
CHINA - 2018



NINGBO  
CHINA  
2016



IMAPP BUCHAREST  
ROUMANIA - 2015



BEIJING FILM FESTIVAL 2013  
TEMPLE OF HEAVEN - CHINA



SMOKE ON THE WATER 2015  
CHARLEROI - BELGIUM





PRESENTATION // VIDEO MAPPING



OPENING CEREMONY  
MONS 2015 - BELGIUM



BORDEAUX WINE FESTIVAL 2016  
FRANCE



BICENTENAIRE CMI - 2017  
SERAING - BELGIQUE



PATEK PHILIPPE 175<sup>TH</sup> ANNIVERSARY  
GENEVA - SWITZERLAND





PATEK PHILIPPE  
SHANGHAI - CHINA - 2013



PETER PAN THE NEVER ENDING STORY  
WORLD TOUR



RONQUIÈRES FESTIVAL  
BELGIUM - 2016



Ô TOULOUSE  
FRANCE - 2016



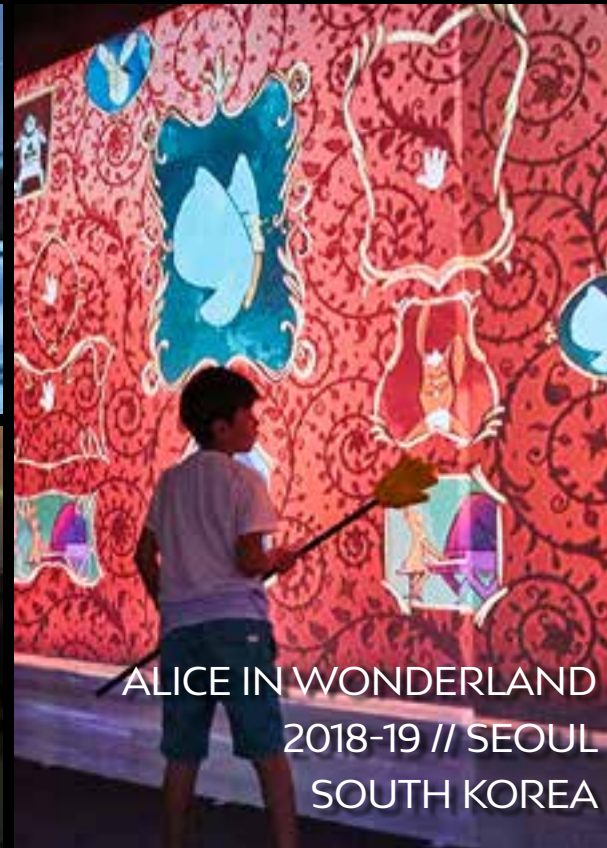
PRESENTATION // IMMERSIVE & INTERACTIVE EXHIBITIONS



POLAR BEAR EXPO  
BELGIUM - 2020



MONET THE IMMERSIVE & INTERACTIVE EXHIBITION  
2019-20 // TURIN - BARCELONA - BRUSSELS



ALICE IN WONDERLAND  
2018-19 // SEOUL  
SOUTH KOREA



CARRAVAGGIO EXHIBITION  
MILAN - ITALY - 2018



HOUGOUMONT FARM  
WATERLOO - BELGIUM - 2015

VAN GOGH THE IMMERSIVE & INTERACTIVE EXHIBITION  
2017-18-19-20-21 // NAPLES - BRUSSELS - YORK  
BEIJING - TELAVIV - HANGZHOU - LINZ ....



THE SCHRUMP EXPERIENCE  
BRUSSELS - PARIS - 2018-19



KLIMT THE IMMERSIVE EXPERIENCE  
BRUSSELS & BARCELONA - 2021

POMPEII THE IMMORTAL CITY EXHIBITION  
2018-20 // BRUSSELS - BELGIUM  
ORLANDO & VIRGINIA - USA



# KLIMT THE IMMERSIVE EXPERIENCE

**DATE:** ON TOUR SINCE FEBRUARY 2020

**PLACE:** BRUSSELS, BARCELONA, ...

**PRODUCTION:** EXHIBITION HUB

**PROJECT:**

"Klimt : The Immersive Experience" in a unique digital art exhibition. Gustav Klimt's masterpieces and many stages of his life get literally animated in a totally 360° immersive experience. Prepare yourself for an unforgettable special effects laden immersive experience.

The immersive Gallery of the Klimt exhibition dives you into the artist's world. More than 200 works by Gustav Klimt are projected in an animated, creative and surprising way all around you. Your senses are awakened through these virtual brushstrokes.

The Klimt exhibition with the immersive component being its central theme is much more than an Immersive Experience. A larger than life 3 Dimensional reproduction of the famous Kiss greets the visitors as well a spectacular Anamorphose bringing to life the various components of the Kiss.

**VIDEO:** [CLICK HERE](#)





# JIAXING

**DATE :** JULY 2021

**PLACE :** JIAXING - CHINA

**PROJECT :**

We have collaborated with the high authorities of the province of Shanghai to inaugurate this new museum of contemporary and digital art in the city of Jiaxing.

The building we worked on was a former silk factory and sits along the Grand Canal which connects China from North to South.

The topics of our show were silk, rice cultivation, Jiaxing Town through the ages and the importance of the Grand Canal...

As usual, we have also worked a lot on light and concerning music, we have collaborated with China National Traditional Orchestra.

VIDEO: [CLICK HERE](#)  
(password: Jiaxing 2021)





# VAN GOGH THE IMMERSIVE EXPERIENCE

**DATE:** ON TOUR SINCE NOVEMBER 2017

**PLACE:** WORLD TOUR (UNITED STATES, CHINA, EUROPE, ...)

**PRODUCTION:** EXHIBITION HUB

## PROJECT:

A symbolic place, video mapping, an experience of virtual reality, an interactive application sketch and post... Welcome to «Van Gogh - The Immersive Experience».

Discover the life of the painter, plunge into his world and his art with this totally new immersive experience!

This contemplative exhibition allows the visitors by means of 360° video mapping an immersion in a recreated universe where they can walk around.

After many stops such as Naples, Brussels, York, Beijing, Tel Aviv, Leicester, Antwerp, in 2021 the exhibition extends its world tour in the United States (Las Vegas, Atlanta, New York, Miami, Houston, Dallas, Washington DC, Boston, Philadelphia, Seattle).

VIDEO: [CLICK HERE](#)  
(password: vangogh2018)





# CLAUDE MONET THE IMMERSIVE EXPERIENCE

**DATE:** ON TOUR SINCE MAY 2019  
**PLACE:** WORLD TOUR (BRUSSELS,  
 BARCELONA, TURIN, ...)  
**PRODUCTION:** EXHIBITION HUB

**PROJECT:**  
 Claude Monet : the man and his work  
 throughout his travels...

Embark on a new impressionist  
 multimedia adventure in the company  
 of the painter, discover his stops and his  
 flowered laboratory...

This new digital exhibition has been  
 designed and achieved by our collective  
 combining 360° immersive Mapping and  
 a new Virtual Reality experience. After  
 Turin, Barcelona, Bussels and Milan the  
 exhibition continues its international tour.

"The subject is something seconda-  
 ry, what i want to reproduce, is what  
 lies between the subject and myself." -  
 Claude Monet

**VIDEO:** [CLICK HERE](#) (password: monetdirty)





# MACAO LIGHT FESTIVAL

**DATE:** DECEMBER 2018

**PLACE:** MACAO - CHINA

**PROJECT:**

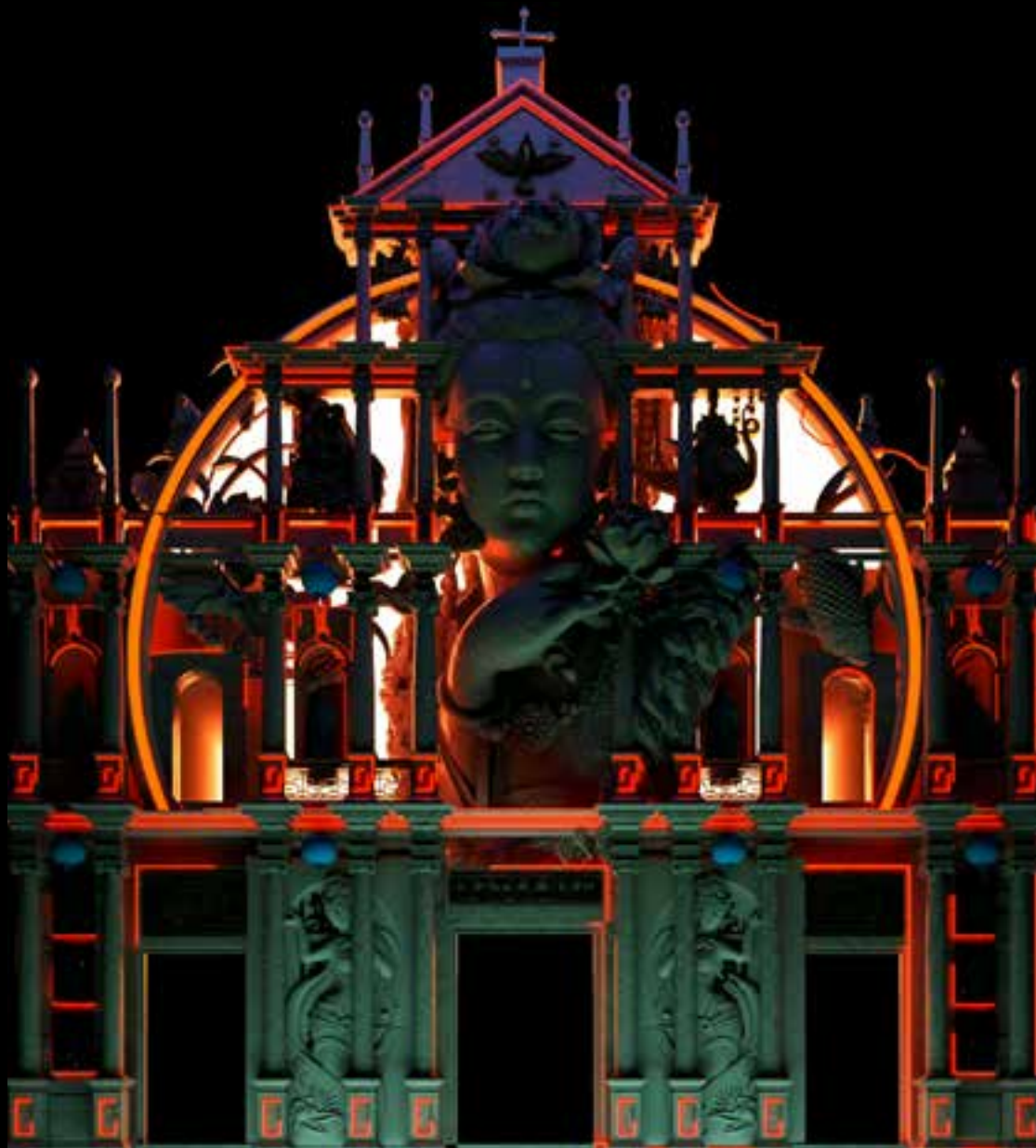
The Macao Government Tourism Office invited Dirty Monitor to participate to the Macao Light Festival.

For this special project we illuminated the façade of the Ruins of St. Paul's - the emblem of the city of Macao, with a stunning 3D video mapping show.

Our intention was to surprise the audience and to make them travel through time and across cultures. A total of more than 40 thousand people came to discover our projection mapping.

We have kept a really good memory of this amazing event and we are proud to have been among the first international studios to have enlightened the city.

**VIDEO:** [CLICK HERE](#)





# MONS 14-18

**DATE:** OCTOBER - NOVEMBER 2018

**PLACE:** MONS - BELGIUM

**PROJECT:**

In the context of the commemorations of the centenary of the liberation of the city of Mons, our collective illuminated for two weeks, with 2 performances ever night, the city hall of Mons with an all-new 26 minutes long sound and light show.

We plunged the spectators in our own way in the heart of the Great War mixing historical events and a mystic legend...

Sublimated by effects 2D and 3D, archive images and light games, this story full of emotions was narrated by an exceptional storyteller : the singer-songwriter MOCHÉLAN that made a live performance the evenings of 10th and 11th November.

The commemorations have in total attracted around 100.000 people in the City of the Doudou. The mapping show at the Grand-Place has attracted alone around 75.000 people.

**VIDEO:** [CLICK HERE](#)





# ACCURAY

**DATE:** 2018 - 2019 - 2020

**PLACE:** SPAIN / CHINA / USA / ITALY

**PROJECT:**

Accuray is an american company specialized in the development of medical devices used in radiotherapy for cancer treatment. In 2018 Accuray contacted us for the creation of digital installations designed to demonstrate its technologies in the main international exhibitions in terms of radiotherapy and oncology in Europe, Asia and United States. (ESTRO, HOSPEK, ASTRO)

These installations aimed more precisely to present their two main machines (the Cyberknife and the Radixact) following their new brand positioning centred on human and patient and no more on the product. For this purpose, we worked in close collaboration with their engineers to transpose as faithfully as possible the machine operation, but also the whole decisional process between physicists and doctors.

For the 2018 edition of those 3 exhibitions, we created a black box with holographic screen featuring a couple suddenly hit by the disease. With an aquatic shooting, the creation of an original soundtrack, 3D effects in postproduction, digital interfaces... it was so successful that Accuray asked us to propose a new installation in 2019. This time our choice fell on the use of industrial robotic arms equipped with huge plasma screens. This original proposition "out-of-the-box" immediately struck them. In 2020 with the Covid-19 health crisis we created a virtual product launch, a 360° virtual reality experience.

**VIDEOS:** 2019 [CLICK HERE](#)

2020 [CLICK HERE](#)

>> Pay attention to video resolution





# ALICE IN WONDERLAND

**DATE:** JUNE 2018 - MARCH 2019  
**PLACE:** SEOUL  
**PRODUCTION:** Exhibition Hub

## PROJECT:

Have you ever dreamed to enter the world of Alice in Wonderland ?

It is now possible with this exhibition planned as an immersive and interactive sound and light journey.

AN INTERACTIVE EXPERIENCE  
 PLUNGING VISITORS INTO  
 WONDERLAND

The universe of Alice in Wonderland, the common theme of the exhibition, is approached via a succession of thematic rooms corresponding to symbolic places of the story where each of them is clad with 2D decors and sound design we have tailor-made created.

The newest mapping, interactive technologies... Every room proposes by turns different recreational activities as games activated via sensors, videos and a sketch and fly application we have developed.





# EXPO 2017 ASTANA

**DATE:** JUNE 2017

**PLACE:** ASTANA - KAZAKHSTAN

**PRODUCTION:** RUGGIERI

**PROJECT:**

On the 9th June 2017, we contributed to the magic of the opening ceremony of Expo 2017 Astana animating for about twenty minutes the futuristic and glimmering National Pavilion of Kazakhstan (main building of EXPO) constructed in the form of a sphere.

Our intention was to take the audience in a moving and extraordinary journey rich of colorful 3D illusions and impressive transformations with dazzling water, wind, fire effects. The show was designed in two parts. The first one put the spotlight on Kazakhstan, its beauties and its diversities.

The second one explored environmental issues linked to energy consumption on the planet but also the solution to face them that resides in energy of the future (topic of the exposition and Pavilion of Kazakhstan that is precisely introduced as "Museum of Future Energy"). Each following night we have proposed a mono-thematic 7 minutes long mapping performance focusing by turns on topics addressed throughout the ceremony show as solar, wind, hydraulic energy, bio-energy and particle physics.

**VIDEO:** [CLICK HERE](#)





# BICENTENARY CMI

**DATE:** MAY 2017

**PLACE:** SERAING - BELGIUM

**PRODUCTION:** DYNAMIC EVENTS

**PROJECT:**

The international Group CMI (Cockerill Maintenance & Ingénierie) designs, installs, upgrades and services equipment for energy, defense, steelmaking, the environment and other industries in general. In May a multi-day event was organised in order to celebrate the bicentenary of its foundation by the industrialist John Cockerill.

Our will was to retrace the Group's history with a 25 minutes long mapping show rich in emotions and full of surprising effects. Directly issued from the universe of the company having as an inspiration the castle of Seraing and the machines that are in the core of the industrial process of CMI, our projection surface was an impressive structure of 40 x 9 meters that we especially designed for the occasion. With 13 performances, more than 3000 spectators mixing clients, suppliers, employees and their families but also some political figures as the Vice-President of Walloon Government, Minister of the Economy, Industry, innovation and Digital Jean-Claude Marcourt and Seraing Mayor Alain Mathot have admired our show.

**VIDEO:** [CLICK HERE](#)





# SHEIKH JABER ALAHMAD CULTURAL CENTER

**DATE:** NOVEMBER 2016

**PLACE:** KUWAIT

**PRODUCTION:** LSE

## PROJECT:

This project, that emerged on the occasion of the inauguration of the new Sheikh Jaber Al Ahmad cultural center in Kuwait, comprised two phases.

As for the indoor show, we designed a tailor-made structure on which we projected our video contents - the whole in interaction with the performers on stage.

As for the outdoor part, we made an architectural mapping on this superb and unusually shaped building.





# KING ABDULAZIZ CENTER FOR WORLD CULTURE

**DATE:** NOVEMBER 2016

**PLACE:** DHAHRAN - SAUDI ARABIA

**PRODUCTION:** FILMMASTER

**PROJECT:**

As part of the opening ceremony of the King Abdulaziz Center for World Culture, we took on a new technical challenge with a dazzling 360-degree video mapping.

In order to achieve this, we needed 52 video projectors to cover the entire building.

**VIDEO:** [CLICK HERE](#)





# BORDEAUX WINE FESTIVAL 2016

**DATE:** JUNE 2016

**PLACE:** BORDEAUX

**PRODUCTION:**

BGE - Bordeaux Grands Événements

**PROJECT:**

On the occasion of the very prestigious and first oenotourist event of France « Bordeaux Fête le vin », we have imagined the urban opera « Racines » (Roots). Such an imaginary trip through time and space to tell Bordeaux, the wine, the world, "Racines" intends to play on the emotions by a staging based on the interaction between our mapping, the live music played by the string quintet Bow and the lights of the lighting designer from Bordeaux Bruno Corsini. The place de la bourse and more exactly the immense facade of the palais de la bourse that is 200 meters long and 30 meters high has hosted for four consecutive evenings this unique ephemeral multimedia show that has surprised and thrilled the spectators, young and old, came to attend one of the four performances. This 10th edition was a real success with the 650 000 visitors came to celebrate the wine festival.

**VIDEO :** [CLICK HERE](#)





# MONS2015

**DATE:** JANUARY 2015

**PLACE:** MONS - BELGIUM

**PRODUCTION:** MONS2015

**PROJECT:**

On the occasion of the Opening Ceremony of Mons 2015, the new European Capital of Culture, we proposed a sound and light performance that immersed the audience into the heart of the spectacle via a 360° video mapping in the courtyard of the « Carré des Arts ».

20 video projectors were used for a projection surface of 4400m<sup>2</sup>. Our goal was to present our vision of the theme of Mons 2015: where technology meets culture.

A futurist vision of a robotic world illustrated by CLOE our central processing unit system. "Year: 10191.

A technological war breaks out. Descent into the depths of a dead planet. Discover the queen of the new world, Cloe..."

**VIDEO:** [CLICK HERE](#)





# NEW YEAR DUBAI

**DATE:** DECEMBER 2014 & 2015  
**PLACE:** DUBAI  
**PRODUCTION:** RUGGIERI

**PROJECT:**

As part of the celebration of the New Year 2015 and 2016, we went to Dubai in order to animate the tallest tower in the world: the Burj Khalifa.

We created a video show as well as a countdown on this impressive skyscraper 828 meter high whose whole windows were covered with Led screens.

Our performance came with, under the delighted eyes of several thousands of spectators, the exceptional firework proposed every year during this prestigious event that counts between the most followed New Year in the world.

**VIDEO:** [CLICK HERE](#)





# PATEK PHILIPPE 175<sup>TH</sup> ANNIVERSARY

**DATE:** OCTOBER 2014

**PLACE:** GENEVA - ZWITSERLAND

**PRODUCTION:** MCI

**PROJECT:**

In October 2014, the famous Swiss company of fine watchmaking Patek Philippe celebrated its 175th anniversary. For this historic celebration, we created a huge video mapping at the Geneva manufacture of the brand in order to recount its story that began with the meeting between the founder of the company Antoine Norbert de Patek and the French horologist Adrien Philippe in 1844 at the universal exposition of Paris. This spectacle involved 18.000 x 3.500 pixels, 24 video projectors, the whole accompanied by an artistic and interactive human performance, proposed in front of the brand's most prestigious clients. On this occasion, the firm unveiled a 175th limited edition commemorative watches collection and a dedicated 175th Rare Handcrafts timepieces collection.

**VIDEO:** [CLICK HERE](#) (password: PP175)





# BEIJING INTERNATIONAL FILM FESTIVAL

**DATE:** APRIL 2013

**PLACE:** BEIJING - CHINA

**PRODUCTION:** CPG PRODUCTION

**PROJECT:**

Video mapping on the temple of heaven for the opening of the Beijing International film festival 2013 (24 video projectors).

**THEME:**

The universe & cosmos, the 28 Chinese zodiac star constellations, Chinese Astronomy – the tortoise, the dragon, the tiger, the phoenix – the 4 seasons using important Chinese symbols (horses for spring...), vegetation, butterflies, lights from different colours.

**VIDEO:** [CLICK HERE](#)





# CORPORATE EVENTS

## PROJECTS :

For more than 10 years we are used to work annually on major company events presenting balance sheets and results for the year but also objectives for the coming year.

Respecting the graphic guidelines of each company, we create for these events: stage design, video background, introduction show, jingle for each speaker, lighting effect, camera insert, video recording, 3D environment, holographic projection, 2D-3D logo animation... and whatever else the client wants.

The goal is to translate their ideas and intentions to make their event a great success! We can for example count among our clients companies such as:  
Besix, Belfius, Bosch, Porsche, Patek Philippe, Candriam or even the awards of the Royal Automobile Club of Belgium (RACB).

## VIDEOS:

**PORSCHE:** [CLICK HERE](#)

**AGORIA:** [CLICK HERE](#)

**BOSCH:** [CLICK HERE](#)





