



## BIRD'S NEST

Company: Laserworld

Location: Beijing, China

After the Olympic Games in Beijing in 2008 the huge main stadium (called Bird's Nest due to its design) incorporates huge show productions. In 2012 a huge temporary multimedia show was implemented and received positive response in China and foreign countries. For 2013 the organisers planned an even more spectacular show and the results are really impressive. The 2013 show was called 'Attraction' and was executed from 12 September to 5 October.

The story plays in a fictional world with a loving couple - the main protagonist and his girlfriend. Suddenly the devil appears and falls in love with the girlfriend of the protagonist, to win the race to her heart, the devil tries to tempt the protagonist to throw glances at other women, but he resists.

Upset about this resistance, the devil swipes away all colours in the world, so it becomes grey and vain. But the protagonist transforms to a hero, he opens up his chest and releases all colours he carries inside and the world is colourful once more and the devil is defeated.

Due to this emotional story and the importance of colour to the whole plot, the requirements to the multimedia scenery were huge. Besides conventional lighting effects, many different kinds of special effects and additional media were needed to implement.

The inner part of the stadium was used as a stage (former track and field area), where the spectators have tiered seating in the stadium. The back side of the stage was completely covered with LED screen panels, which helped in changing the whole scenery within a second without having to move any structures. As for the choreography and stunt performances, about 150 actors were involved.

Besides normal acting, they had actors which roped down the ceiling, executing different roles like snowflakes or dancing through the many water effects that were used on stage. Two huge hydro shields have been used as flexible projection screens, each of them were 20-metres wide and eight-metres high.

Both video and laser projections were used on these screens to enrich the story

told by the actors with explanations, spectacular graphics and emotionalising multimedia elements. The laser projectors used were four RTI Nano AT4 with up to 22W, and two RTI Nano AT6 with up to 35W power used. To extend the effect and cover the whole stadium with laser light, four additional RTI Piko RGB 11.0 were installed. The general multimedia spectacle implementation was mainly coordinated by Beijing New Space, a company specialised in these kinds of projects and a long year partner of RTI.

The whole show was based on the use of colour in many different ways. The 'love' as very colourful emotion and the devil's appearance with darkness and mist provide a contrast that needs to be visualised with many different elements. Many smoke and haze machines were used together with a huge number of moving lights and theatrical illumination to emphasise the different situations and moods. High water fountains were used to highlight the evil as well as the good depending on the very control of the systems: 40 fountains with 20-metre height and two fountains with 30-metre height have been used.

"The requirements were huge and the Chinese decision makers asked for high precision work and professional equipment," said K.H. Kaes, CEO of Ray Technologies. "This year we were asked again to provide professional show laser light equipment and show creation expertise for this multimedia spectacle." The German company is known for high level show laser light manufacturing and show productions. As a subsidiary of Laserworld, RTI also uses the global network of the parent company: A Chinese subsidiary (Laserworld Asia) helps in respecting the local requirements and special project needs.

"The show laser light industry is varying in different areas of the world," said N. Stangl, Sales & Marketing Director for the Laserworld Group. "Huge multimedia productions are much more common in China than in Europe or the United States."

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