

Case Study: Royal College of Art

Casio UST used to bring art project to life

Royal College of Art graduate Naoya Nakayama received sponsorship from Casio UK in the form of a UST projector to bring the narrative of his final year project to life.

Exploring the worship of the imperfect the exhibition tells the narrative of the design process behind his striking clothing collection, paralleling it against the Japanese aesthetic known as the 'way of tea', exploring the remarkable perfection of the 'chasitsu' or tea room.

Nakayama related this back to the preparation of his clothing collection by visualising the concepts and his

inspiration for each piece through projection mapping onto the fabrics, the model's skin and the backdrop to create the chasitsu environment. The UST was the only projector that would allow Nakayama to bring his vision for this project to life due to the varying throw distances and the precise surface areas that the effects needed to be projected on to.

"The fixed focal lens from Casio ensures a stable and reliable image quality, ideal for the varying throw distances ensuring perfect clarity for each element," explains Nakayama.

The UST can be utilised to create an image of 80" from a distance of just 27cm, making it possible for backdrops to be displayed in perfect detail without also projecting onto the model or objects in the foreground. The projector could then be cleverly hidden or placed just out of view of the camera. Similarly, for shots when the content wanted to be projected just onto the model's skin, this was able to be achieved without any over spill on to the backdrop.

"The biggest challenge for us was to investigate the perfect balance of LED lighting with projection while the models were moving, as this is something that has been never attempted before," says Nakayama *"We captured this in various ways depending on the fabric being shot, using an abstract draping method of bamboo sticks onto simple rectangle panels to a defined scale, then altering the angles and brightness."* As with all projectors from Casio, the UST is a Laser & LED hybrid. This is a new way of

Key features

- Lamp-free
- Up to 3,500 ANSI lumens
- WXGA resolution
- Quick start and stop
- Can projects a 60 inch from just 13cm away
- Low power consumption
- Extensive connectivity options
- HD ready



 **LampFree**
CASIO Green Technology



Royal College of Art

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CASIO

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Naoya Nakayama, Royal College of Art graduate

generating an image which negates the need for a lamp, making the process more sustainable with an average of over 35% power savings achieved.

“The projector from Casio, which omits the need for a mercury lamp, was the greenest projector we have ever seen, a concept which is very important to me,” comments Nakayama. The light source remains at a constant brilliance and is incredibly reliable for over 20,000 hours, with no drop off in brightness or fade. On top of this, Casio offers a 5 year or 10 000 hours warranty.

The UST became an integral part of the project, enhancing the moments of stillness and motion, while not disturbing this sanctuary of the artist’s work.

To find out more about the collection including how to view visit <http://www.rca.ac.uk/students/naoya-nakayama/>

See the project in action here: <https://youtu.be/rqioxnrE4Zk>

