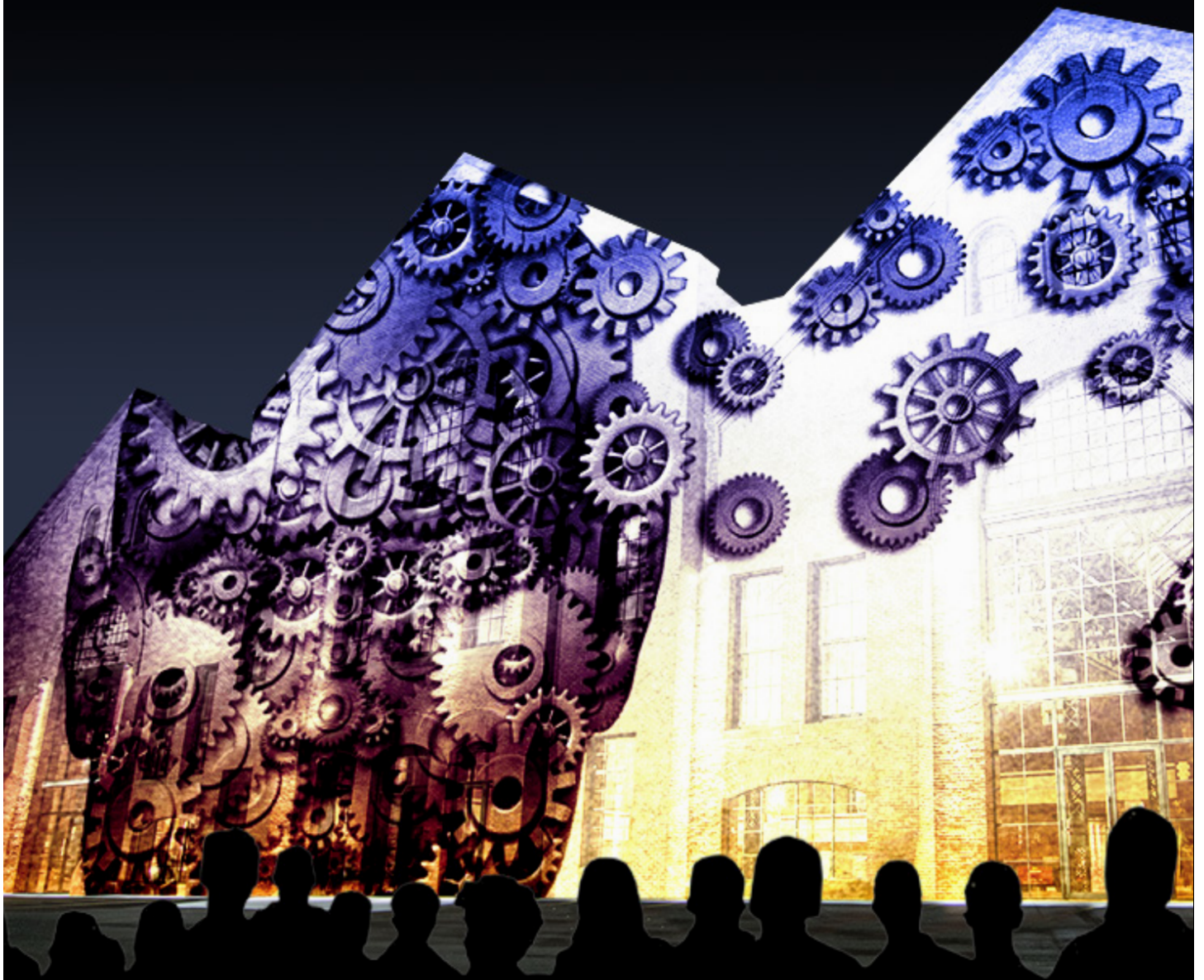


Opening in Boston

NEW Public Art Installation

Breakthroughs Boston



Year-long, free, outdoor Video Art Installation | Spring 2023

**“ Narrative Art uses the
power of the visual image
to ignite imaginations,
evoke emotions and capture
universal cultural truths
and aspirations. ”**

— George Lucas, Museum of Narrative Art, Los Angeles

Breakthroughs Boston

Video Art Installation
Celebrating Boston and the Region's
Long History of Innovative Breakthrough Achievements

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INTRODUCTION

ProjectedART, in conjunction with world-renowned video painter Xavier de Richemont, produces public, sponsor supported, site-specific, narrative video art events that look at our modern experience through an historical lens.

“It is important to demonstrate the power of history as a catalyst for understanding, for making connections between historical events and current-day contexts.”

— Inclusive Historian’s Handbook, June 2019

Public Video Art Event

Premiering Spring 2023, in Boston’s South End, just after dusk, the façade of the iconic SoWa Power Station building will be transformed into a giant 5-story tall canvas for experiencing an **outdoor video art installation that will be FREE for everyone to watch** and enjoy, no tickets or reservations required.

Event Goal

Produce an unforgettable, one-year public art event, that draws large audience crowds of locals as well as tourists visiting Boston to a **visually spectacular and inspirational video experience** that celebrates the city and the region’s long-standing culture of innovation which has generated breakthroughs achievements that have changed our nation and the world over the last 400 years.

OVERVIEW

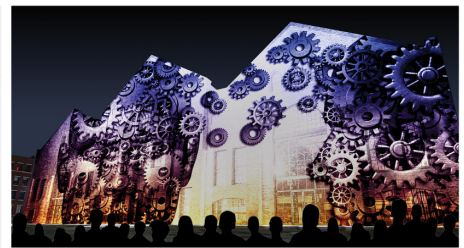
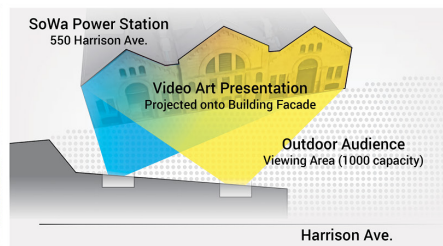
This extraordinary video art installation will **Spring 2023**.
The 20-minute-long presentation will be shown FREE to the public 3-nights a week, twice per night, for a limited 1-year engagement.

The Screen

The video art installation is 3D projected onto 75 ft tall Romanesque façade of the recently restored 1891 **SoWa Power Station** building located at 550 Harrison Avenue in Boston's South End Art + Design District.



Kevin Pollard Photography



The Installation

The installation combines the use of **spectacular visual imagery and vibrant color animation** with projection-mapping technology to create the illusion of dynamic depth and movement. The presentation also includes its own musical score.

The Narrative

The art is best described as history-in-motion, a completely visual story with no spoken words. It looks back at **Boston's 400-year innovation heritage** that has generated breakthroughs in science, medicine, technology, finance, government, and society... spotlighting the diverse group of individuals and institutions whose achievements have changed our modern-day world, making Boston and the Greater Region a global center for innovation

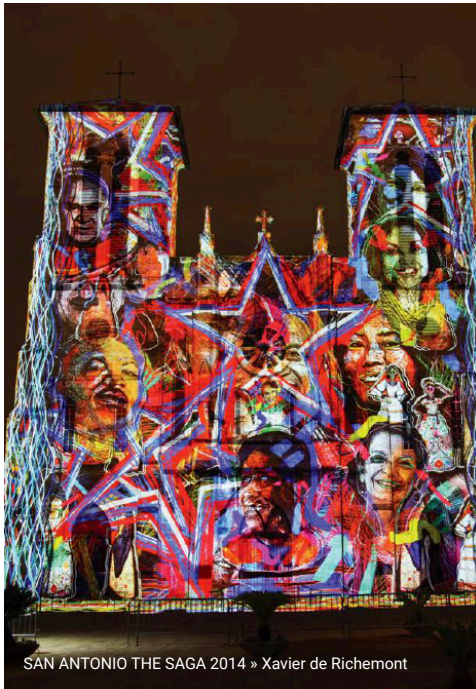
ARTIST

Xavier de Richemont

Video Painter



URBAIXO 2018-2020 » Xavier de Richemont



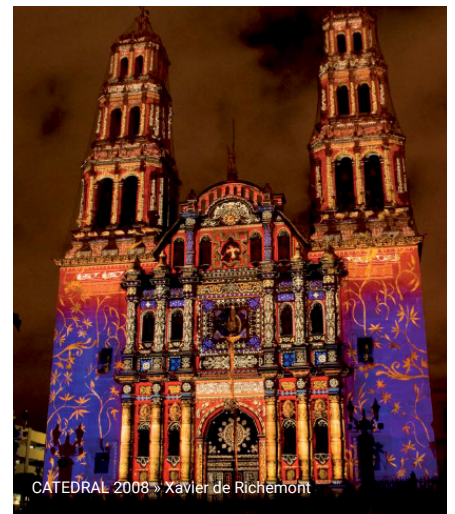
SAN ANTONIO THE SAGA 2014 » Xavier de Richemont



UNE HISTOIRE DE LA CHARPENTERIE 2020 » Xavier de Richemont



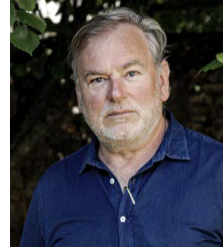
MADAME DE MAINTENON ou L'OMBRE
DU SOLEIL 2013 » Xavier de Richemont



CATEDRAL 2008 » Xavier de Richemont

Xavier de Richemont

Xavier is the **world-renowned video painter** creating the Boston video art installation. Xavier is a pioneer in the artistic use of projection-mapping techniques, having created [over 150 video art installations](#) in the past 20+ years.



Themes

Xavier's work is a study of change. Through a very personal style of graphic illustration, his narratives are a site-specific exploration of historical **events, people, and populations as context to understanding the current-day experience**. Seen as history-in-motion, completely visual, without any spoken words... Xavier wants the interpretation of his art left to the individual experiencing it.

Research

For each art installation, Xavier relies on local advisors with community expertise to provide counsel and information for his work.

Technique

After spatially mapping the architectural shape, contours and textures of the building's outdoor surface with specialized software, multiple projectors are used to **projection-map two and three dimensional objects onto the façade**, allowing images to take on a physical form, playing on a viewer's sense of space, creating an [optical illusion of movement and depth](#) on a static plane.

Interview

Please [watch the TV interview](#) with Xavier de Richemont and Evan Moltz (CEO of ProjectedART) discussing the Boston Video Art Installation.

Portfolio Highlights

Xavier de Richemont's art installations have been on display in France, Spain, the **United States**, Morocco, India and Mexico.

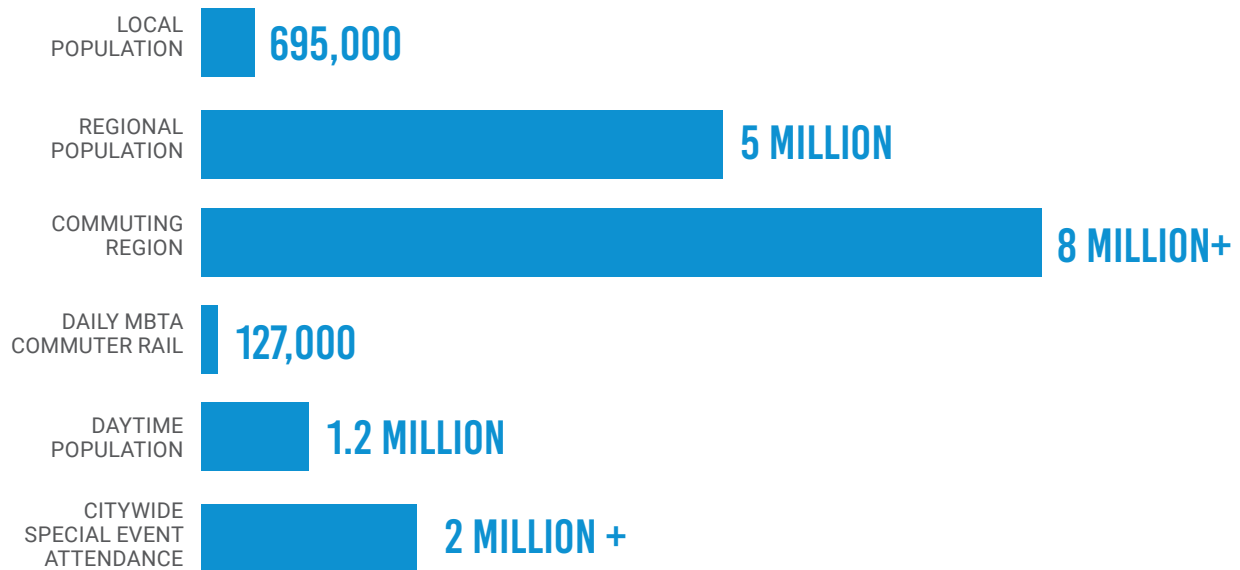
- In 2010, Xavier was invited by the Mexican government to commemorate the bicentenary of Independence with his work in the 7 emblematic cities in Mexico.
- In 2012, Xavier created an installation on Mayan Civilization for the opening of the Grand Museum of the Mayan World in Merida, Mexico.
- In 2014, in the **United States**, Xavier created [‘The Saga’ in San Antonio, Texas](#) where it continues to be presented nightly on the Cathedral in the Main Plaza.
- In 2015, Xavier designed a monumental video fresco for the King of Morocco in Marrakech.
- In 2015, Xavier was invited to the Annual Winter Light Festival in San Luis Potosí, Mexico to create an art installation for the [Temple of Carmen](#).
- In 2016, Xavier created a trilogy on [Joan of Arc: Women of War, Women of Peace](#) for the city of Orleans, France.
- In 2017, the French Embassy in India commissioned Xavier to create a monumental work for Amber Fort in Jaipur.
- In 2018, the French Ministry of Culture commissioned Xavier to create a project for Castle of Ecoen at the National Renaissance Museum.
- In 2018, Xavier designed a colossal piece on the history of spinning mills in the [City of Roubaix](#), France.
- In 2019, Xavier was invited by the Grand Hôtel Martinez in Cannes to create a celebration of the 90th anniversary.
- In 2020, Xavier's was commissioned by the [Mansion of La Charpenterie](#) in Cornillé-Caves, France for a project on the history of carpentry.

AUDIENCE CROWDS

The **in-person audience crowds** will not only be from **Boston and the surrounding region** but from the **23M tourists** that visit **Boston annually** from across the US and around the world.

Market Potential

Boston Populations*



Boston Tourist Population*



*Data from 2019

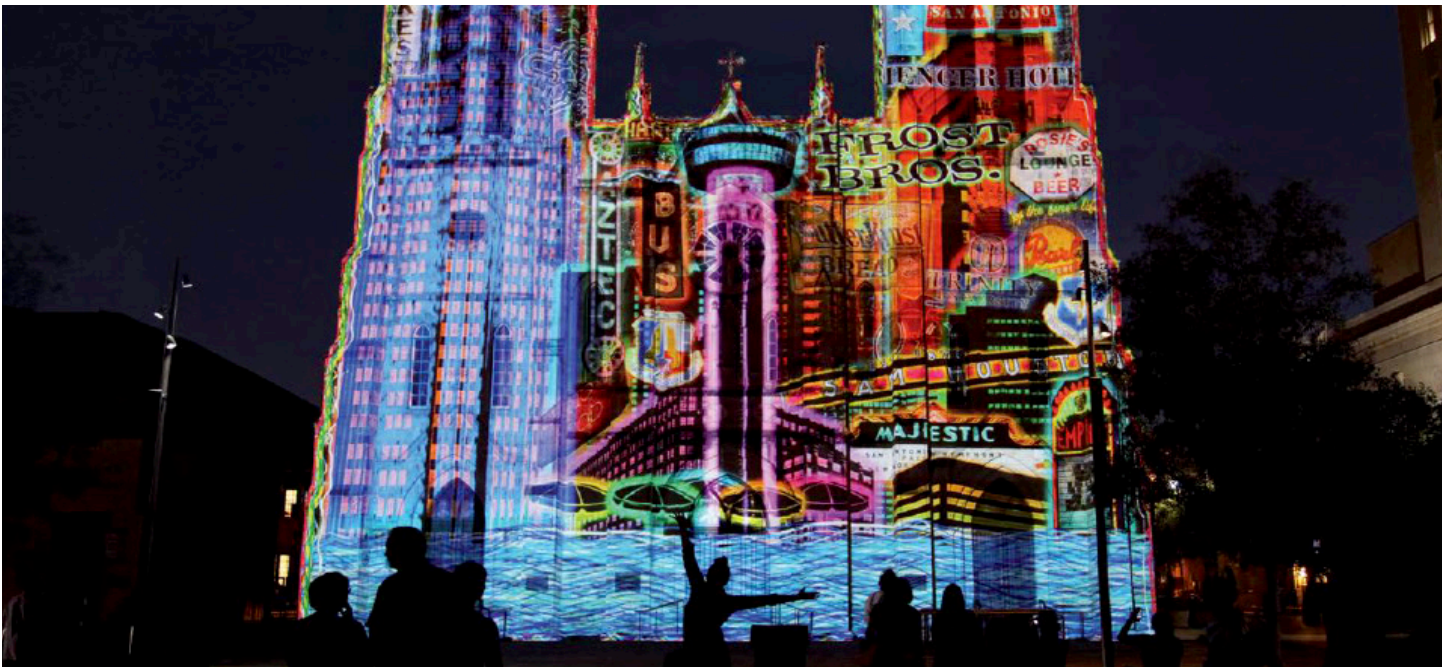
Crowd Estimates

An **estimated audience of 300,000+** locals along with domestic and international tourists visiting Boston will attend one of the 312 showings of this extraordinary video art presentation over the course of the first year.

For comparison, daytime tourist destinations in Boston like the USS Constitution gets 341,900 visitors annually, while the Paul Revere House gets about 323,300 visitors annually. Evening event destinations like the twice per month WaterFire performance in Providence gets about 1.1M attendees seasonally.

Social Media Reach

With its enormous *wow factor*, this video art and music experience will be **extensively shared by attendees across multiple social media platforms** like YouTube, Facebook, Twitter, Instagram, etc., dramatically increasing the number of people that will see and experience this event.



SAN ANTONIO THE SAGA 2014 » Xavier de Richemont

I M P A C T

The video art installation will become the **premier nighttime event in Boston**; entertaining, informing, and inspiring audiences; helping transform Boston into a more exciting arts & culture destination.

Impact on Audiences

- 1 Beyond Boston's well-known historical role in the American Revolution, audiences will be introduced to another slice of Boston history... Boston and the Greater Region's 400-year innovation heritage.
- 2 Adults and children will be inspired by the women, people of color and immigrants from the Boston area who have significantly contributed to innovative breakthroughs that have changed the world.

"Art can motivate people to turn thinking into doing."

– Olafur Eliasson, spatial researcher,
architect, artist, sculptor

- 3 It will bring better public awareness to the importance of Boston having an historically diverse population, and their indispensable role that made many of the region's achievements feasible.

Impact on the City of Boston and the South End Neighborhood

- 1 The video art event will bring attention to Boston as an exciting, *post pandemic*, world-class tourist destination.
- 2 It will reaffirm Boston's historical support for a culture of innovation that has made the city a more vibrant place for people to live, work and succeed.
- 3 The event will draw crowds of local residents along with regional, domestic, and international tourist to the South End Neighborhood where they will certainly support local businesses, adding economic value to the community by creating an estimated \$34M in economic output, generating about \$2.7M in tax revenue for the State of Massachusetts and supporting over 385 jobs for local residents and the 'creative economy'.



"The arts in Greater Boston made a \$2 billion impact on the region, employed as many people as the pre-pandemic retail industry, and kept the city a vibrant place to live, work and visit."

— Catherine Peterson, Executive Director, ArtsBoston

Impact on Event Underwriters and Sponsors

Community investment from Event Sponsors will help keep this extraordinary outdoor public art installation open for *everyone* to watch and enjoy without the need to buy tickets, make reservations, or pay for admission.

- 1 Sponsors benefit from the lasting appreciation and recognition from local, regional, national, and international audience crowds. Exhilarated live audiences will leave this extraordinary public art experience with a **special good feeling about the sponsor's company and brand**, being remembered for their community support of public art and education, and their corporate commitment to innovation.

*"Gone are the days when consumers only bought what you were selling.
Now they're buying what you believe in."*

— Ben & Jerry's

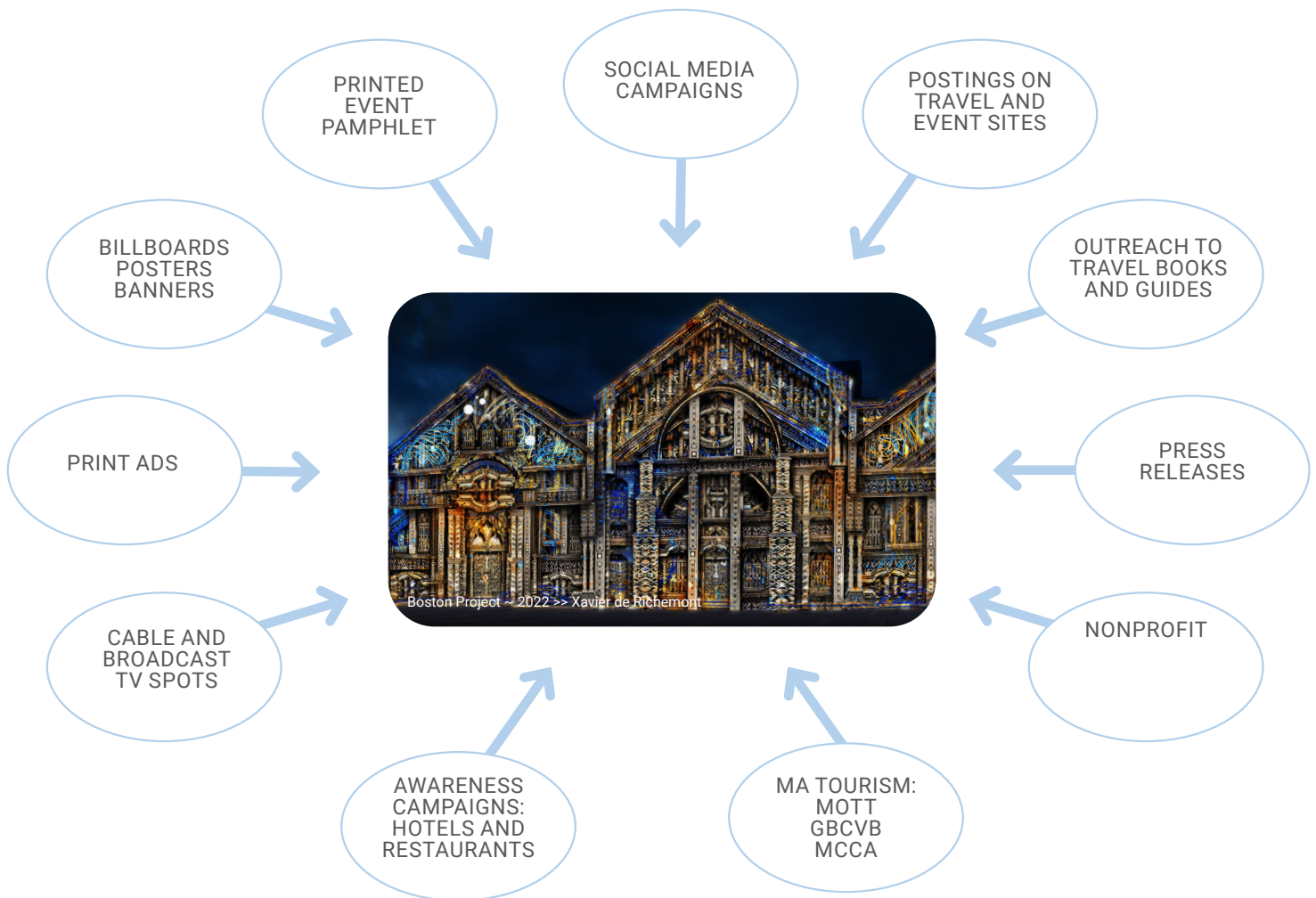
- 2 Get exposure well beyond the actual event when audiences share the live experience with their social network, engaging an even larger worldwide audience.
- 3 Get spotlighted in news story coverage and editorial press when the discussion is about the 'Top 5 Things to Do' in Boston.



Le Cabinet Extraordinaire 2009 » Xavier de Richemont

EVENT PROMOTION

Starting about 30 days prior to the premiere of the video art event, and then continuing for 12 months, there will be **ongoing promotion** through a variety of outlets and sources to drive audience awareness on the days and times for the event.



PRODUCTION TEAM



[ProjectedART](#) is the lead organization producing this art installation event. ProjectedART is a non-profit 501 (c)(3) corporation that produces site-specific narrative video art installations for public spaces.

“This extraordinary event will bring tourism back into Boston, re-introducing the city as a world-class destination.”

— Evan Moltz, CEO, ProjectedART



[XYZ Cultural Technology](#) is providing the innovative audiovisual solutions and logistical support for the Boston video art installation.

“We always strive to bring cultural initiatives and new ideas to life by pushing the creative boundaries with innovative solutions and support.”

—XYZ Team



[GTI Properties](#) owner Mario Nicosia is a strategic partner, having generously donated the use of the iconic ‘Power Station Building’ for this art installation.

“The South End has been quiet over the last year because of the pandemic – I’m looking forward to celebrating creativity, resilience and joy into 2022 through this extraordinary public art event.”

— Mario Nicosia, Founder and President, GTI Properties

UNDERWRITER AND EVENT SPONSOR PROGRAMS

As a non-profit 501 (c)(3) corporation, ProjectedART relies on funding from underwriters, event sponsors, donors, public grants, and charitable gifts to create and present this free public art installation.

Exclusive Benefits

- VIP Viewing Area
- Private Receptions Access
- Private Engagement with Xavier de Richemont
- Tax Deductible Donation - 501(c)(3)

Recognition

- Promo Video Prior to Start of the Presentation
- Event Website
- Event App
- Press Releases
- Social Media Postings
- Event Pamphlet (printed)
- Billboards and Banners
- Print Ads
- Onsite Instagram Photo Booth
- Commemorative Book (printed) on the Art Installation

C O N T A C T

To request more information about sponsorships, please contact:

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