

Katara Plaza Show

Doha, Qatar



ACCIONA Producciones y Diseño (APD) was selected by the Ali Bin Ali Group in Qatar to design and execute the international presentation of the Katara Plaza project, a commercial, cultural and leisure complex located in the Cultural Village of Doha with a surface area measuring 38,000 square metres, opening to the public in September 2016.

The event for the presentation featured an audiovisual show that combined mapping techniques with the most innovative immersive projections to highlight the identity of the new centre based on concepts of elegance, glamour, culture, leisure and health, as well as to show the most characteristic elements of its singular Victorian style architecture.

To celebrate the event, which was directed to the press, international investors and distinguished professionals in the fashion world, APD created spaces which were contiguous yet differentiated. In the first of these, there was a curved enveloping projection done with two large screens, each one 14 metres by 7 metres high, using the mapping technique to show the architectural singularities of the project. Next, visitors were moved along to a second room having a large immersive audiovisual installation, thanks to a 750 m² screen which projected beautiful and suggestive images over the future galleries, spaces and installations of Katara Plaza.

Date:
March 8-9, 2015

Client:
Ali Bin Ali Group

Services:
Design, production
and technical operation

