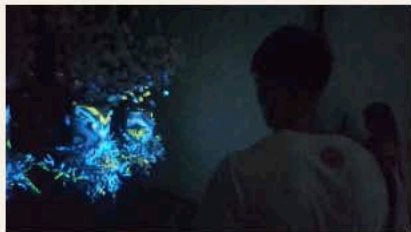


PROJECTION MAPPING DEMO

Projection Mapping

Projection mapping is an advanced visual technology that allows digital content—such as images, animations, and videos—to be projected onto irregular, non-flat surfaces, transforming them into dynamic visual displays. Unlike conventional projection methods, which rely on flat screens, projection mapping adapts to complex forms such as architectural facades, sculptures, and natural landscapes, turning physical objects into immersive storytelling canvases. This capability makes it particularly useful in artistic performances, cultural events, advertising, and even educational initiatives, where audiences are captivated by the visual transformation of everyday objects. The flexibility of this technique allows for the creation of large-scale spectacles, such as building projections for public art festivals, as well as intimate, smaller-scale installations in museums or galleries. The evolving nature of projection mapping technology continues to push the boundaries of how light and imagery can be used to create engaging, interactive environments, offering a new medium for creative expression.



Forgotten Forest, Kuching (2017).

The Integration of Art and Technology in Projection Mapping

Projection mapping represents a unique convergence of art and technology, merging creative expression with cutting-edge digital tools. By using light, motion graphics and carefully crafted visual designs, artists can transform ordinary spaces into immersive visual experiences. This integration has unlocked new creative possibilities, allowing for the development of interactive and immersive installations that transcend traditional art forms. The combination of digital innovation and artistic vision in projection mapping fosters experimentation and innovation, that push the boundaries of what can be achieved in contemporary art practices. In fields such as new media art, museums, and large-scale public installations, projection mapping has become a crucial tool for rethinking how audiences engage with and experience art, which invites for a deeper interaction and emotional connection.



Digital Forest, Kuching (2019).

Projection Mapping as a Cultural Preservation Tool

Projection mapping has gained attention as a powerful tool for cultural preservation, offering new opportunities to revitalize intangible cultural heritage in a format that resonates with contemporary audiences. Through the projection of digital media onto objects, artifacts, or architectural structures, projection mapping enables the recreation of historical events, traditional ceremonies, and cultural practices in an interactive and visually engaging manner. In regions with rich cultural legacies, such as Borneo, projection mapping offers a platform to narrate local stories, preserve traditional art forms, and celebrate indigenous customs. The 'Digital Forest' installation, for example, integrates elements of local cultural motifs with animation, using projection mapping to blend traditional elements—with contemporary artistic expressions. This hybrid approach not only ensures that cultural narratives remain relevant but also enhances their accessibility to younger generations, who are increasingly accustomed to digital media.



