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# Grand Central Kaleidoscope:

## Scharff Weisberg Teams with Artlumiere on Holiday Show



Scharff Weisberg lent its talents to one of New York's most high-profile seasonal attractions, The Grand Central Kaleidoscope, the new holiday light show in the main concourse of the landmark train terminal. Scharff teamed with Artlumiere, a production company specializing in creating spectacular lighting effects for important buildings around the world, to provide lighting and audio equipment and coordinate the projection of vibrant, animated patterns designed to grab the attention of passersby throughout the month of December

"We're delighted to participate in this high-profile holiday event that promises to transform Grand Central with its giant, ultra-bright images," says Scharff Weisberg president Peter Scharff. "The Grand Central Kaleidoscope merges our expertise in show control, wireless communications, and lighting with Hardware Xenon's incredibly bright, high-res film projectors."

The Grand Central Kaleidoscope marks the first major show in New York City for Artlumiere; artists Friedrich Foerster and Sabine Weissinger, together called Casa Magica, have worked with Artlumiere to design an extravaganza expressing the freedom of color and the discipline of symmetry.

The artists' digital photos of Grand Central and other well-known New York City icons were used as a template to create a unique design that were projected onto the interior walls of the terminal's main concourse using special high-powered projectors from Paris, France-based Hardware Xenon. The artistically manipulated images aligned with the architecture in a seven-minute show accompanied by synchronized lighting and music.

The show was performed at the top and the bottom of the hour each day from 11am to 9pm.

At the core of the technology required for the show were eight of Hardware Xenon 7000W OLS projectors. Large-format specialists, Hardware Xenon used the powerful xenon lamp in its projectors to offer a massive output of 70,000 lumens. Its patented OLS (Optimal Light System) guaranteed an even light distribution; the projectors are DMX-controllable and have scrolling and rotating capabilities.

Scharff Weisberg provided Vari\*Lite VL3000 moving lights, programmed by an MA Lighting grandMA console, for the show. On the audio side, Meyer CQ-1s and Meyer UPA-1Ps were fed by a Medialon Manager. Controlling the lighting and audio aspects of the show, as well as the image projection, were two networked Medialon Manager systems, which ensured the synchronization of all audio and visual components of the extravaganza. Scharff Weisberg installed the control systems on the northeast balcony in the terminal's main concourse.

"It is a dream come true," said Artlumiere president and CEO Lucette de Ruy. "Since its restoration, I had always hoped to be able to work in such a unique space as Grand Central Terminal in New York City. It is a very challenging project but, with such talented professionals involved in its creation, the result will dazzle this must-see destination."

Concurrent with the Grand Central Terminal Kaleidoscope was the terminal's annual Holiday Gift Fair in Vanderbilt Hall, which this year featured more than 70 vendors. 