

AV Industry



Most DLP projectors are filter-free
Click for details

[www.dlp.com/
filter-free](http://www.dlp.com/filter-free)

AV Markets and Galleries
AV Week

Tech Library
InfoComm Publications
The InfoComm About AV Presentation
Dashboard for Controls
Project Commissioning Working Group (PCWG)
EZip Format

Market Research

AV Jobs

Industry Links

Press Room

AV Industry News

Wavelengths

Awards

InfoComm Executive Updates

Bi-Weekly Updates

News Archive

[InfoComm 07 Show News > Lighting&Sound America and InfoComm Announce Winners of 2007 Staged Events Awards >](#)

Most Innovative Use of Technology for an Outdoor Event

Winner: Scharff Weisberg, for Bright Nights, an event created for Target and Tord Boontje

Honorable Mention: On Projecoos for Red Bull's 2006 end of year party

Winner: Scharff Weisberg, for Bright Nights, an event created for Target and Tord Boontje.

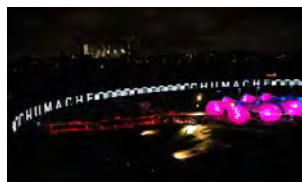
To bring celebrated Dutch designer Tord Boontje's whimsical, responsive environment of animated animals and delightful designs to the public in an interactive, video medium, Target and Boontje created "Bright Nights," a project that transformed Union Square Park's footpath into an incredible interactive experience for four weeks in December.

Through the use of cutting-edge technologies, Boontje's signature forest creatures and iconic seasonal designs 'played' with visitors. Interactivity was achieved through projected infrared light, along with the projected video field that reacted to the audience's body movement. When the light was broken, a camera with an infrared filter tracked the body movement and fed data to six computers, each with different graphic elements designed and programmed to react to the movement.

Honorable Mention: On Projecoos for Red Bull's 2006 end of year party.

Held in Brazil's famous Cicero Pompeu de Toledo Morumbi Stadium, On Projecoos created a monumental 360 degree Panorama projection screen with more than 600 yards of fabric.

Winner: Scharff Weisberg (no photos available)



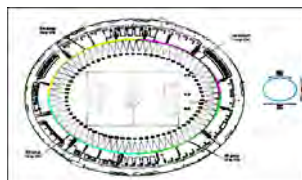
Hon. Mention: On Projecoos - Red Bull 2006 end of year party



Hon. Mention: On Projecoos - Red Bull 2006 end of year party



Hon. Mention: On Projecoos - Red Bull 2006 end of year party



Hon. Mention: On Projecoos - Red Bull 2006 end of year party