



Aktion Studio is a dynamic, multi-disciplinary art collective that specializes in the development and realization of creative concepts and art projects. We are adept at generating ideas and execute a wide spectrum of projects with effectiveness and efficiency.

We make the perfect partner for high-end event organizers, event promoters, venue owners, wedding- planners and other entertainment companies who like to provide exclusive and outstanding service to their clients.

Here is a list of services and solutions that we offer:

- Projection Mapping
- Permanent Projection Mapping
- Motion Graphics & Animation services
- Led Mapping
- Creative Stage/Venue Lighting solution
- Custom Structure/Sculpture Design for Projection and Led mapping
- Audio Solutions and DJ Artists
- Web Design and Development and Graphic Design Services
- Creative Consultation

Projection Mapping

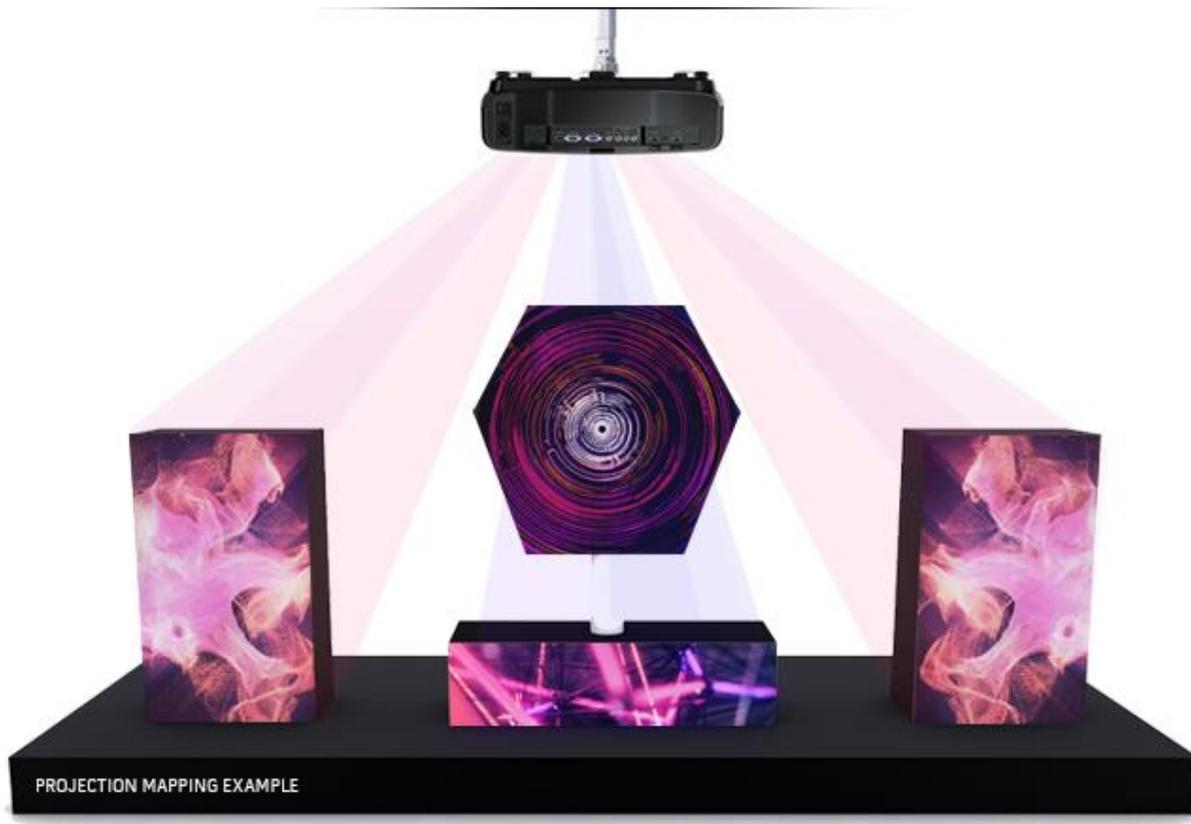
Projection Mapping, also sometimes referred to as Video Mapping, is a technique used to project video on almost any kind of surface or object. It allows us to isolate a surface and use multiple projections in the most unconventional way. This opens up a whole new world of creativity. These objects may include complex industrial landscapes, such as buildings, bridges, sculptures and other self-made objects for specific occasions. By using specialized technology and technique, a two or three dimensional object is mapped, thus allowing the projection to bend and highlight any shape or form.

This process allows any surface to transform into 'a dynamic video display of 2D and 3D graphics that can bend the rules of what the mind perceives as reality into illusions and images of infinite possibilities'. This technique is used by artists and advertisers who can add



extra dimensions, optical illusions, and notions of movement onto previously static objects. The video is commonly combined with, or triggered by, audio to create an audio-visual narrative.

A visually illustrated example of projection mapping can be found below.



In this example we are able to isolate surfaces and use multiple projections. All four projections employ a single projector which is capable of projecting different visuals on different surfaces.

You can also look at some in-house projects which might help clear the concept:

<https://vimeo.com/channels/Aktionstudio>



Permanent Projection Mapping

Permanent Projection Mapping is a unique product-like service by Aktion Studio which allows bypassing computer controlled visuals making the overall process cost effective and requires minimal human intervention.

Normally in an event where Projection Mapping is used we need a computer to control the visuals. This is crucial because most of the time visuals need to be in sync with the audio. But we realized that at other times when the audio-visual sync is not vital, we can simply play loop based visuals on the event and they work perfectly.

For example, in many events it might not be possible to hire people to do the projection every time. You might also want some visuals at the entrance of the venue or in the background. But the cost of a full setup might not be in within the stipulated budget for every event.

This solution bridges that gap without making any compromises. Therefore, without giving away too many trade secrets here is our solution. We map the place where the projection is required and set up a projector at a fixed spot. Once we have the mapped surfaces we then create looped visuals, which you can play using a DVD player.

As part of this service, we can create visual on demand so graphics don't get old. You will simply get a DVD delivered to you with new content and all you have to do is play them and the projection will work in a manner similar to manual projection mapping.

We have mastered this complex and unique process over time, Allowing us to do a one-time setup after which we can we can send you fresh content, as per your requirements, from anywhere in the world. This will save you both time and money.

Motion Graphics & Animation services

The right visual are key to a successful event. That's why we provide a full range of Motion Graphic and Animations services. We harness the power of design and visual thinking and fuse it with a highly collaborative creative process. The strength of our team rests on our ability to combine our experience as directors, designers, and artists to produce inventive and creative solutions for a successful visual experience.



Led Mapping

Led Mapping is a process in which uses Led Strips and Lights to either form a design or highlight and complement Projection Mapping.

An example of this is illustrated below:



For a long time people have used preset programs or patterns to control Led strips! These are separate from the visual content and can create a certain disconnect with the rest of the content. This is where we differ. We use our video content and control both Projection and Led Mapping with one source.

This process lets us synchronize Led and video resulting in a much more dynamic show. The best part is that this method is cost effective especially when combined with Projection Mapping since we can use simple video patterns to create great customized visual effects.



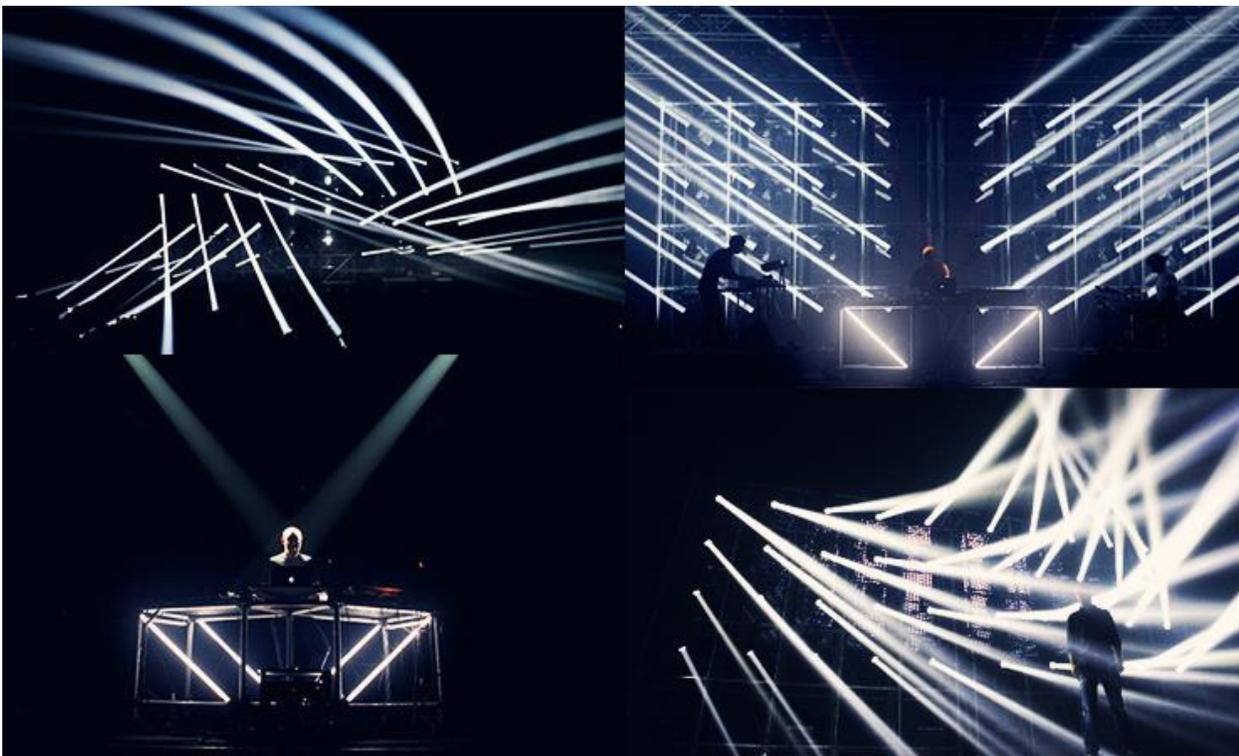
Custom Structure / Sculpture Design for Projection and Led mapping

We understand the use of good design elements and how they affect the final presentation. Therefore, to achieve a truly custom solution, we design and create custom structures and sculptures to Project and Map on with Led. These structures can be anywhere from miniature models to large scale sculptures used in concerts and festivals.

A custom structure not only makes the show unique but also gives us an edge over regular events.

Creative Stage / Venue Lighting Solution

We have a background in the creative industry. This allows us to take industry standard lights and create something new and unique. The images below demonstrate how simple beam lights can create some extraordinary visual landscapes.





Audio Solutions and DJ Artists

A Show is not complete unless it has the best of both worlds. That means Audio and Video. That is why we have tied up with some of the best sound installation companies. We are fully equipped to handle every audio-visual need.

That's not all. We have tie-ups with popular DJs covering a vast genre of music. We also partner with upcoming DJs; so we have a right match for you in any budget.

Web Design and Development and Graphic Design Services

A very crucial part of any event is advertising and marketing. In this day and age the best way to spread the word around is social media marketing. We have an in-house studio to take care of all your creative needs. We handle everything from website design and development to printing graphics for magazines, banners, posters, flex etc.

Creative Consultation

We have been in the creative industry for over a decade now. Our team includes Art Directors, Graphic Artists, Music Producers, Sound Engineers, DJs, Copywriters, Motion Graphic Experts and Technical Experts. We also partner with Promoters, Freelance Professionals and other Artists in various fields. So if you just feel like talking about an upcoming project or bounce some ideas off us we are there to help.

aktionstudio.com | facebook.com/aktionstudio | vimeo.com/channels/aktionstudio

