

PROFILE

NAME: The Temple House
LOCATION: Miami Beach, Fla.
FOUNDED: 2012
WEBSITE:
www.TheTempleHouse.com

CHALLENGE

Create virtual, dynamic, immersive experiences and environments within the walls of an exclusive Miami Beach event venue, and in conference centers, hotels, adaptive re-use properties, religious institutions, and private homes around the world.

SOLUTION

Leverage the power of Epson laser projector technology for awe-inspiring projection mapping to transform any space, and dramatically change the environment.

Time of Our Lives

Epson laser projectors are key to immersive environments at The Temple House in Miami Beach

Imagine you could throw a party or event anywhere in the world. Where would it be? A Moroccan market? The Eiffel Tower at sunset? A major stadium? In the middle of a vibrant rainforest?

Or maybe it would be somewhere that exists only in your imagination, like a field of rose buds or a pop art world of unicorns and sunshine? Now you can, through the magic of projection mapping.

Daniel Davidson and his company, United Projection, create virtual, immersive environments within the walls of their venue in Miami Beach, and in conference centers, hotel ballrooms, private homes and adaptive re-use properties around the world.

Since their first mapping event in 2016, Davidson and his team have relied on Epson projectors to make these immersive environments a reality. Yet as the technology evolved, they too have made changes, moving to a combination of Epson Pro L610 and LightScene EV-100 laser projectors.

The Temple House

Davidson, who describes himself as a “serial entrepreneur,” began his latest venture by purchasing an adaptive re-use property that became both his “light” research laboratory and home in Miami Beach in 2003.

The Temple House, originally built in 1934 then expanded for use as a synagogue, became the largest single-family residence in South Beach. Together with its size, its beautiful Art Deco style made it remarkably attractive for entertaining.

In addition to serving as his 16,000 square foot home, the unique property became Davidson’s research laboratory where, by both exploring and applying a variety of different emerging technologies, he has been able to establish a leadership position in the field of projection mapping.



Visit: https://www.youtube.com/watch?v=K4MZ-K_VA3Q

By 2012, Davidson had received permits to use his home as a venue for private events, such as weddings, banquets, Bar-Mitzvahs, charity galas, video productions, and corporate parties. “I host amazing celebrity events and launch many luxury consumer products and vehicles,” he explains. “They are all very exclusive, private invite-only and not open to the public, so the venue has become one of the most desirable locations for a highly select and very sophisticated audience.”

The Temple House, as Davidson named it to respect its 70+ year history, includes a 60 x 80-foot Grand Room with 24-foot ceilings and a large balcony as an ideal VIP area. It also includes a large rooftop terrace, and smaller spaces which he converted into private dining and conference rooms, green rooms, a couples suite, and a catering kitchen, as well as his own residence.

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- DANIEL DAVIDSON, FOUNDER OF THE TEMPLE HOUSE AND UNITED PROJECTION

“A Mykonos style outdoor space is not visible from the street, so it has become the place for celebrities to hang out and have total privacy,” he says. “Almost every event takes advantage of the outdoors, whether under the spectacular blue Miami skies or a warm moonlit night.”

In 2016, Davidson formed a new company, United Projection, to serve the growing interest in projection mapping, whether in The Temple House or other venues. Because the environments the company creates are all custom, this company had to include artistic talent as well as technical.

“United Projection has assembled an award-winning team of projection mapping specialists, visual and motion graphic artists, audio specialists, and lighting designers who produce jaw-dropping, mind-blowing, stunning 360-degree visually immersive environments,” he explains.

Today the company includes seven full-time employees, 15 regular freelancers, plus over 100 additional contract employees specializing in projection mapping, as needed, in Asia, Europe, Central and South America.

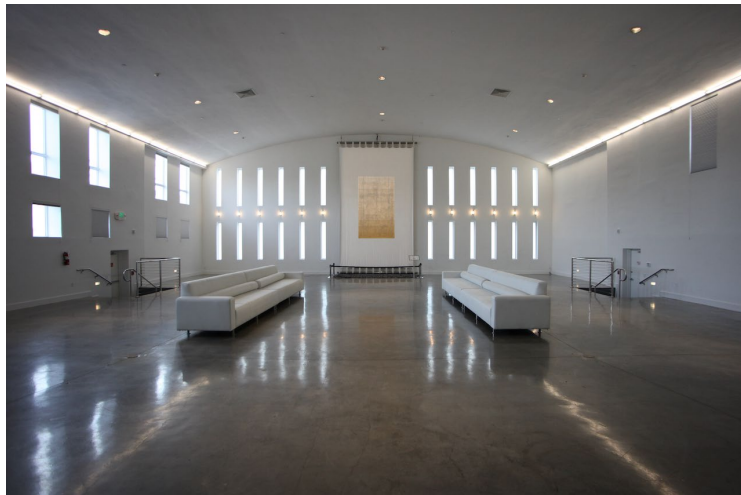
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Among United Projection’s clients are Sony Music, Verizon, Hublot, Sabre, Major League Soccer, FIFA, Ozuna, Ferrari, Mercedes, Telemundo, LVMH, Romeo Santos, Merrell, Visa, Marriott, American Express, Cadillac, CNCO, Pepsi, Billboard, as well as several major hotel brands and many private high-net-worth individuals. While Davidson will not share information on his current projects as many are under non-disclosure agreements, he says that many exciting projects are in the works with a number in the pipeline as well.

A new production company

Davidson says that, while he used Epson for his first mapping event, he did not necessarily plan to focus on the brand exclusively. “We tested a lot of projectors, evaluated the specs, field tested, did projector ‘shoot outs’ and interviewed reps from various companies. We kept coming back to Epson because Epson won every time. The product line is excellent.” He further said, that “United Projection is on the leading edge of projection mapping, and we cannot and will not settle for anything but the best.”

Eventually he and his team mounted 14 Epson Pro G Series projectors within the Grand Room, purchasing a few extras as well that they could use to augment the primary system.



Although all are wall-mounted, several are angled up to project on the ceilings with extra units to project on the floors as well.

When Epson introduced its Pro L615U laser projector in February 2018, Davidson upgraded. He felt the virtually maintenance free laser light source with no lamps¹ would be ideal for the work at hand. In the fall, he added a number of Epson LightScene EV-100 accent lighting laser projector, and he plans to buy more.

In addition to the projection systems, United Projection has an inventory of media servers, video and audio amplifiers, video processors, loudspeakers, and accessories. “We created a suite of intellectual property, as well as custom designed applications to integrate all of the elements unique to our system. Great people, great technology, great vision, great creative talent and seamless integration,” he adds.

All of this equipment can be taken on the road, although mapping for a new venue requires very careful planning. “Every event with projection mapping is memorable, because they are all so unique and different!” Davidson explains. Ariel Glassman, Creative Director of United Projection says, “Some of the most exhilarating visual shows have been for private cocktail and album release parties, with performances by Shakira, Kesha, Tiesto and Ozuna, to name a few.

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We also love when brands utilize the projection to get super creative with their branding and do amazing things with the visuals that they can't do anywhere else. Car and product launches, for example, are extraordinarily cool. Fortune 500 companies demand the absolute best for high profile media events and product launches. Epson gives us the peace of mind and allows us to focus 100 percent on unique content delivery.”

“And, of course, a wedding is absolutely magical when the bride walks down an aisle in a cherry blossom forest, with rose petals softly falling, or when a couple is introduced to their guests with virtual fireworks overhead. There is not a guest that isn't taking videos or photos.”

Enter the LightScene

Not every visual Davidson and his team creates is projection mapped. They have set up projectors and screens in the conference rooms, suites, lobbies, and even on the rooftop terrace for evening events. For many of those applications, the Epson LightScene offers significant advantages over traditional systems.

The product is unique in that it combines a 2,000-lumen laser projector² with the format of an oversized track lighting fixture, able to function as a projector, a spotlight, or both at once. Like a track light, it's easy to aim the LightScene almost anywhere, on a screen, on a wall, ceiling or floor, or to map onto a 3D object. Like other projectors, it has HDMI and Ethernet connections, but it also includes its own content management system, able to run multiple video or still image playlists from an SD card.

“One way we have used the LightScene is to project on a semi-translucent curtain that can divide the Grand Room,” Glassman says. Here the content management system functions like a gobo, a slide traditionally placed in front of a theatrical light fixture to project a shape or logo.

“The LightScene units are so tremendously versatile we have explored using them virtually everywhere,” he adds, “One of our chief challenges is to get our team on the same page, as everybody has their own creative and magical ideas for the LightScene units.”



A sea change

Moving forward, Davidson expects exponential growth and evolution in the use of projection mapping.

“What we see and anticipate is a wide-scale recognition by progressive designers and architects to integrate these systems early on in the design of buildings. This is setting the stage for the technology to become more widespread and common in places that we may never have anticipated. Affordable, high quality technology of this type is creating a sea change in the applications of this phenomenal technology.”

Epson, he believes, is the leading supplier of this growing field. “We are perfectionists and are always exploring how we can make things better and better. We put our systems through rigorous testing to ensure we are integrating only the finest, high performance, reliable, and cost-effective technology. Epson has provided us with an outstanding toolset—and if every company conducted itself the way Epson does, this world would be a better place. We are delighted with the support and service we receive.”

Does this “serial entrepreneur” regret other opportunities he may have passed up in developing this high-profile business? No way, he says.

“We are having the time of our lives and could not imagine a more exciting place to be, both in terms of the speed of the evolution of the technology and the rate of adoption by trendsetters.”

¹ No required maintenance for the light source for up to 20,000 hours. Approximate time until brightness decreases 50% from first usage. Measured by acceleration test assuming use of 0.04 - 0.20 mg/m³ of particulate matter. Time varies depending on usage conditions and environment. Replacement of parts other than the light source may be required in a shorter period. The projector has a limited warranty of 3 years or 20,000 hours, whichever comes first.

² Color brightness (color light output) and white brightness (white light output) will vary depending on usage conditions. Color light output measured in accordance with IDMS 15.4; white light output measured in accordance with ISO 21118. Some lenses will not support the maximum brightness level of this projector.