

Otherworld uses Optoma Projection for Immersive Experience in Philadelphia



Industry:

Museum, Entertainment

Solution Type:

Short Throw Projection

Associated Product:

ZH406ST

Bio:

Otherworld is an immersive art museum that provides fun things to do and combines elements of large-scale Burning Man style art, escape rooms, a museum, and a haunted house.



Challenge: Justin “JG” Geller and Kevin Ritchie from Remote Places collaborated to create concepts, content design, and projection mapping for the City Square room in Otherworld Philadelphia. They needed high performance projectors to create their immersive experience.

Solution: Kevin Ritchie and JG created the City Square room for Otherworld Philadelphia. They did the concepts, content design, and projection mapping and used 8 Optoma ZH406ST short throw projectors to cover all four walls of the room. “The imagery in that room really required something with a great contrast and rich colors.” said JG. “The 0.5:1 lens ratio on the ZH406ST has also enabled us to maximize the coverage in that smaller-sized room with only 8 projectors, using some projectors in portrait and some in landscape mode.”

Results: Otherworld opened a huge 32,000-square-foot immersive art installation in Philadelphia in August, 2023. It is filled with countless rooms of large-scale interactive art, mixed reality playgrounds, and secret passageways. It’s an all-new kind of art and storytelling experience where visitors are encouraged to freely explore and interact with a surreal world of science fiction and fantasy. “We were really happy with how rich the colors looked and how deep the contrast was. The content goes from a full rainbow color solarized effect to an almost monochromatic look with a lot of negative space and Optoma’s ZH406ST’s handled both of those with ease.” Said JG. “We are very happy with the great performance level, especially at such a reasonable price point.” The themed rooms range from spooky to techno and the feel is never scary but totally immersive. More than 100 artists were involved in developing the space. Although each room has its own feel, guests will discover an overall theme as they explore.