

St Johns Beacon

Projection Mapping Installation

DOUBLE TAKE
PROJECTIONS

StJohns

shopertainment
MANAGEMENT





About



About Us

Double Take Projections

Double Take Projections is an innovative UK design consultancy that specialises in creating immersive visual experiences using projection mapping. Utilising the latest technology, our team are experts in transforming any surface or facade into a spectacular display of light and colour. Having an in-house team of animators, producers and video technicians allows us the ability to deliver all aspects of a job from start to finish.

St Johns Shopping Centre

Conveniently located close to Lime Street station, Central station and Queen Square bus station, St Johns is home to over 100 retailers, from big brands to local independent stores.

St Johns is the largest covered shopping centre in Liverpool City Centre and welcomes over 12 million shoppers a year.

Shoppertainment Management

We plan, we create, we build.

Everything we do revolves around driving footfall, maximising income and engaging with existing and potential visitors. We're specialists in delivering for destinations and shopping centres. We generate increased income, leaving you to focus on running your centre.

A large, faint, circular logo with diagonal stripes is centered in the background. The stripes are a slightly lighter shade of gray than the background, creating a subtle watermark effect.

St Johns Beacon



St Johns Beacon Partnership

St. Johns Beacon, an iconic landmark, is an integral part of Liverpool's skyline. Built in 1969 and now a Grade II listed building, the tower, including its antenna, stands as Liverpool's tallest structure at 138 meters. Beyond its physical presence, St. Johns Beacon symbolizes innovation and the dynamic spirit of Liverpool's skyline.

We are excited to announce a new partnership to project onto this historic building, bringing it to life in new ways. Collaborating closely with St. Johns Beacon and Shoppertainment, we aim to create stunning visual displays that highlight the tower's significance and captivate the public's imagination.



Case Study



Case Study:
**Aintree 185th
 Grand National**

To inaugurate the 185th Grand National at Aintree, we illuminated one of Liverpool's iconic landmarks with a captivating historical archive projection display, setting the stage for the nation to embrace the excitement of the Grand National.

Client:
 William Hill

VO:
 Red Facilities

Location:
 St Johns Beacon,
 Liverpool City Centre

Projector Spec:
 7 x PT-RZ21K 21,000
 Lumen Laser Projectors

Date:
 10th-12th April 2024

Project Partners:
 Shoppertainment Management
 St Johns Shopping Centre
 William Hill
 Square In The Air



St Johns Beacon Illumination

Just prior to the world-renowned steeplechase event, the Double Take Projections team illuminated St. Johns Beacon in the heart of Liverpool with mesmerizing 3D projections showcasing iconic moments from the historic race.

The film's narrative centered on Aintree's renowned obstacles such as Becher's Brook and The Canal Turn, as well as the thrilling dash past the Elbow onto the

home straight. Through a captivating video montage featuring historic races and commentary, viewers were transported to the heart of the action.

Legendary horses like Red Rum, alongside Grand National icons Don't Push It, One For Arthur, and Corach Rambler, took center stage. Additionally, the video highlighted memorable contributions from William Hill ambassadors such as Sir AP McCoy, Barry Geraghty, and trainer Lucinda Russell.



Historical Projection Show

The dynamic projection, designed to ignite anticipation for the Grand National, infused the surroundings with a celebratory vibe while honoring the event's rich heritage and esteemed status. The film premiered on the evening of Wednesday, April 10th, onto the towering 457ft St. Johns Beacon, and played on loop through to the morning of the Grand National. It provided an immersive sensory journey for onlookers, leaving an indelible impression on passersby.

Double Take Projections filmed and edited the archive projection show, crafting final cuts that were shared across William Hill's social channels, allowing those unable to attend to partake in the anticipation leading up to the weekend's festivities. Supported by William Hill's esteemed roster of ambassadors, including Sir AP McCoy, Leonna Mayor, Barry Geraghty, and Lucinda Russell, the campaign garnered over 800k engagements across social media platforms..



"William Hill has done an amazing job capturing the spectacle that the Grand National is and what it means to the city of Liverpool. It's a brilliant visual and it really builds anticipation for this year's race."

Sir AP McCoy

William Hill ambassador

"The Grand National is one of the most famous races in the world, and we wanted to make something truly stand-out. we've created something that inspires and energises viewers and gets pulses racing ahead of Saturday's big one."

Mark Walton

William Hill's Racing Sponsorship Manager

Social Media Impressions

Over the course of the Grand National weekend, our projections on St Johns Beacon were viewed over 800k times on William Hill's Twitter account alone, and generated over 100,000 impressions and engagements across Instagram and Facebook.



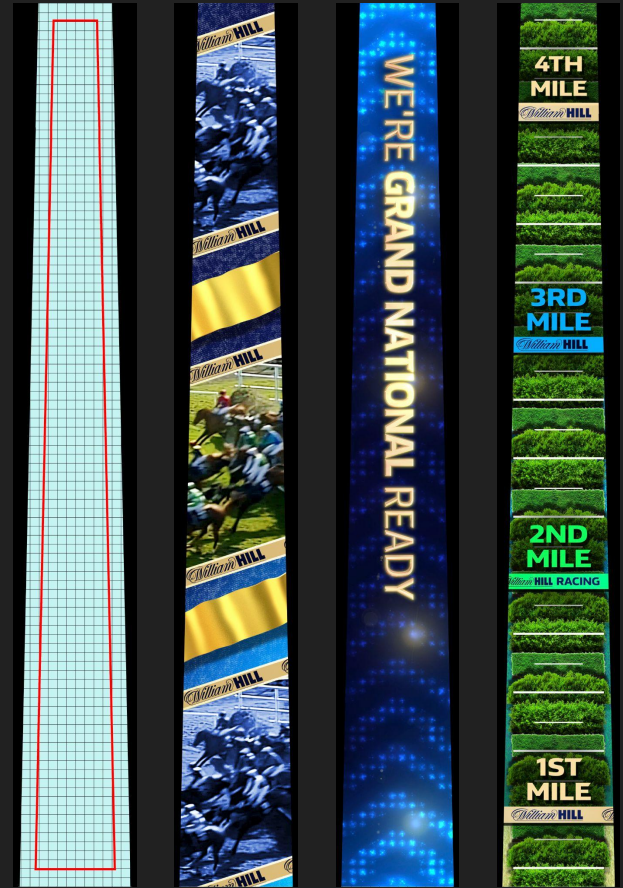
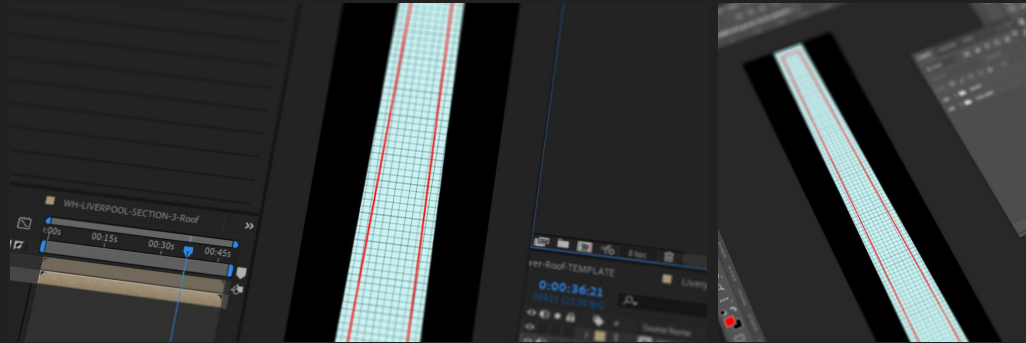
Producing Content

Content Creation

Double Take Projections boasts an in-house team of expert motion designers who are fully equipped to handle all your content production needs.

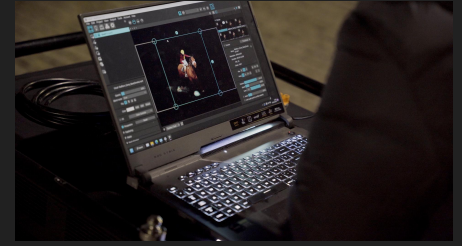
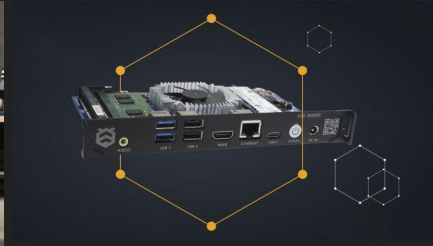
In addition to our in-house capabilities, we are also happy to project any content provided to us by clients or external agencies. To facilitate this process, we supply comprehensive template files to external agencies, enabling them to design projection graphics that perfectly align with our projection systems. These templates ensure compatibility and ease of integration, streamlining the workflow and minimizing any potential issues.

To further support external content creation, we provide detailed guidelines on the appropriate codecs and render settings. This ensures that the final content is optimized for projection, delivering the highest quality visuals possible. By providing these technical specifications, we help external designers achieve the best results, maximizing the impact of their content when projected.





Kit Specification



Kit Specification

Projectors:
3 x PT-RZ21K 21,000 Lumen Laser Projectors

Projector Lenses:
3 x ET-D75LE30

Media Playback:
Hive Media Player

Misc:
Fibre Optic HDMI Cabling
Power Cabling
Projector Housing
Remote Uploading

Equipment
Equipment is housed in custom built Projection Enclosures

DOUBLE TAKE
PROJECTIONS

StJohns

shoppertainment
MANAGEMENT

Thank you.

We look forward to
working with you.

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