

## **Projection Mapping**

At night, brilliant colors wash over the pure white sculptures and the surrounding landscape at Odori Park through the use of illumination and projection mapping.

Projection mapping transforms the snow sculptures and other objects into realistic yet fantastical scenes of color filled with motion and sound. Projections of computer-generated graphics are overlaid onto the snow, and are synchronized with music that is often created especially for the show. Each of the projection-mapping shows lasts around four minutes.

Before projection mapping was introduced in 2013, attendance at the festival peaked around noon. Now, most visitors arrive around 7 or 8 p.m., and the projection mapping shows are a prime reason.

One variation on the projection-mapping theme at Odori Park is an exclusive app that lets festivalgoers use a smartphone or other mobile device to unlock hidden content that uses augmented reality technology. Those without a smart device may borrow one at no charge at the festival site.