

STUDIO

LUNCHMEAT

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 lunchmeatstudio

 lunchmeat_cz

 lunchmeat.cz

We are creative digital media studio specialised in media design, interactivity and visitor's experience. We deliver ideas and project solutions for clients and partners worldwide.

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WHAT WE DO

STRATEGY

VISION, RESEARCH, ART DIRECTION, CURATING, CONCEPT, BRANDING, SOLUTIONS

ACTION

FULL SERVICE PRODUCTION, PROJECT AND SYSTEM DEVELOPMENT, CONNECTIVITY

DESIGN

EXPERIENCE, INTERFACE, SET, MOTION, SOUND, LIGHT, EVENT, ARCHITECTURE

MEDIA

DIGITAL, INTERACTIVE, VIRTUAL / AUGMENTED REALITY, ONLINE

HIGHLIGHTED SERVICES
SELECTED WORKS

VIDEO AND LASER MAPPING **01**

INTERACTIVE DANCE PERFORMANCE **02**

VIRTUAL REALITY **03**

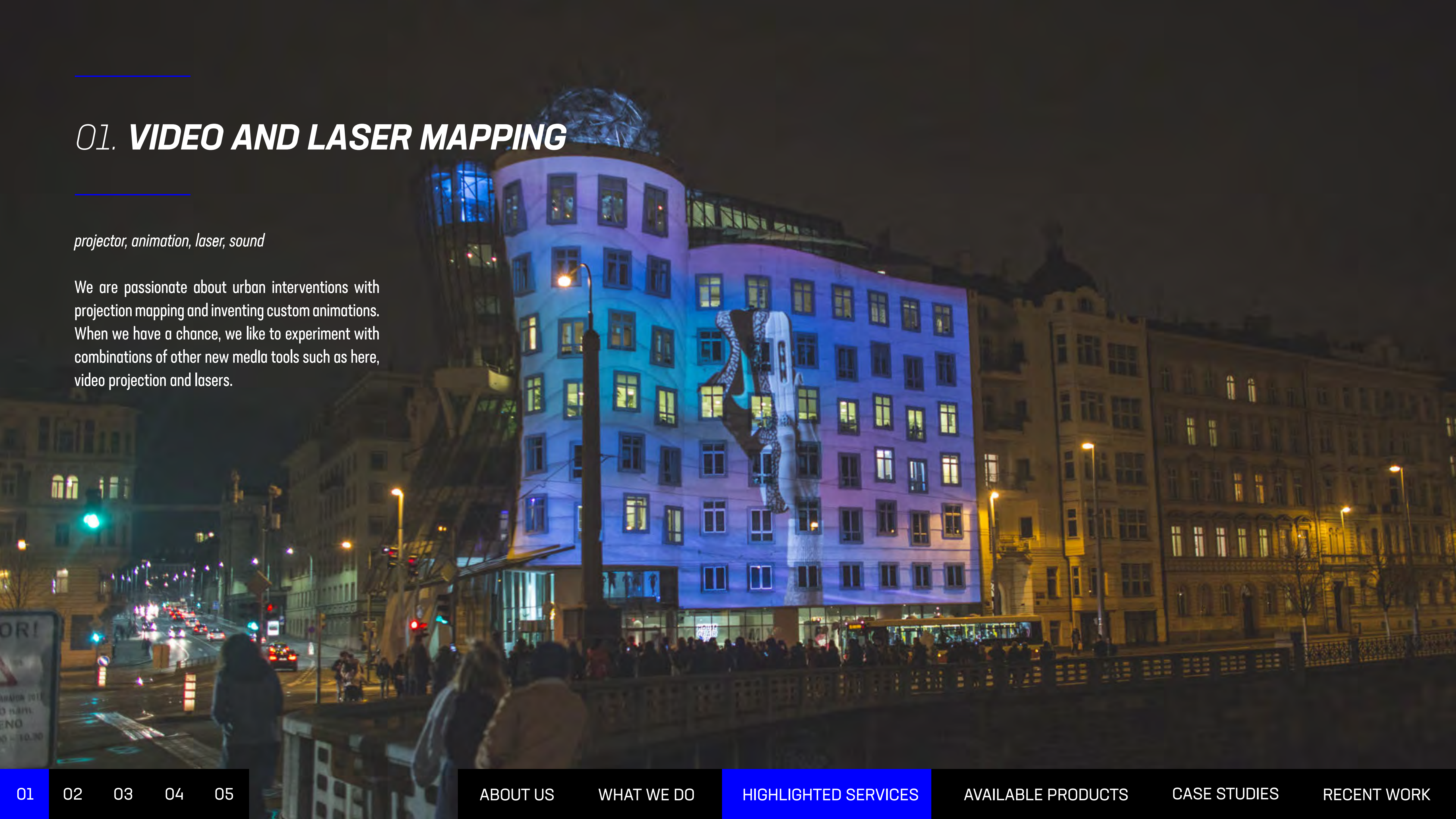
IMMERSIVE ENVIRONMENT **04**

EVENT PRODUCTION **05**

01. VIDEO AND LASER MAPPING

projector, animation, laser, sound

We are passionate about urban interventions with projection mapping and inventing custom animations. When we have a chance, we like to experiment with combinations of other new media tools such as here, video projection and lasers.



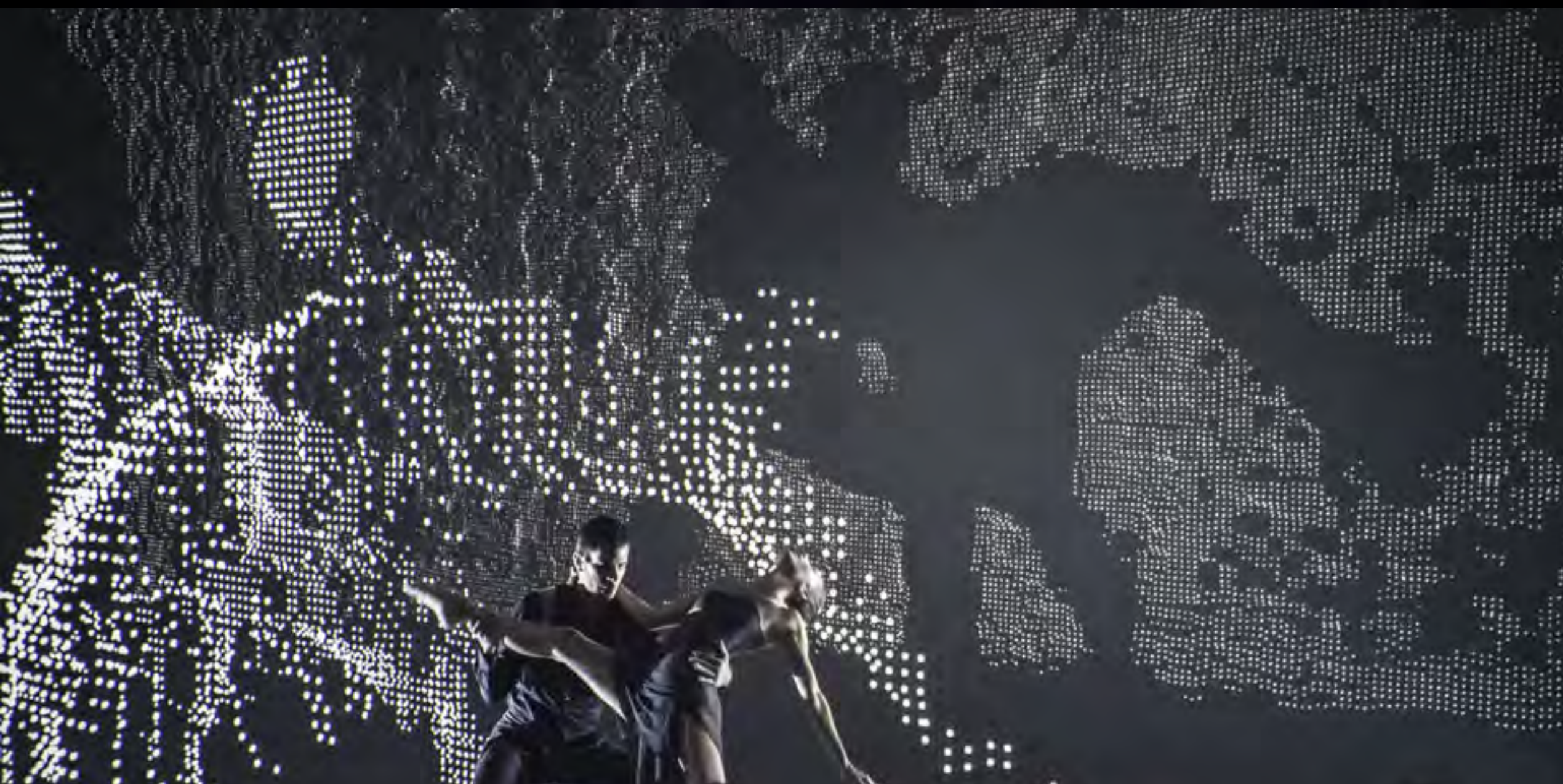


02. INTERACTIVE PERFORMANCE

animation, interactive projection, lights, sound

We love breaking the rules, so in this project we have connected contemporary dance with new media technology. Scenography and content using 2D and 3D real-time animation of dancers, interacting with kinect. The outcome was synchronisation of movement, image and sound.





03. *VIRTUAL REALITY*

VR glasses, game controller

Imagine the unimaginable. From artistic abstract visuals to real life environment. We got it covered.

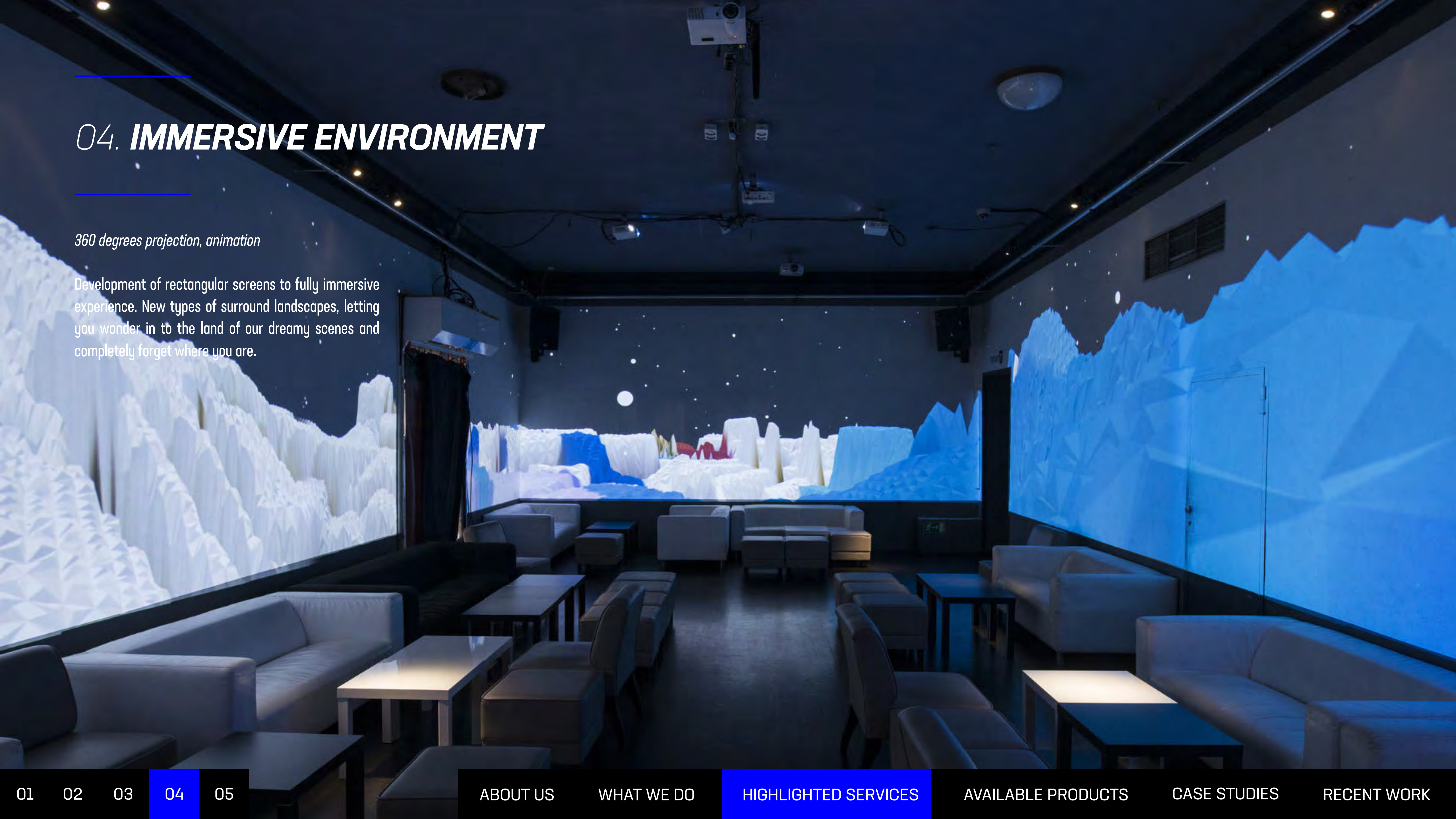




04. IMMERSIVE ENVIRONMENT

360 degrees projection, animation

Development of rectangular screens to fully immersive experience. New types of surround landscapes, letting you wonder in to the land of our dreamy scenes and completely forget where you are.





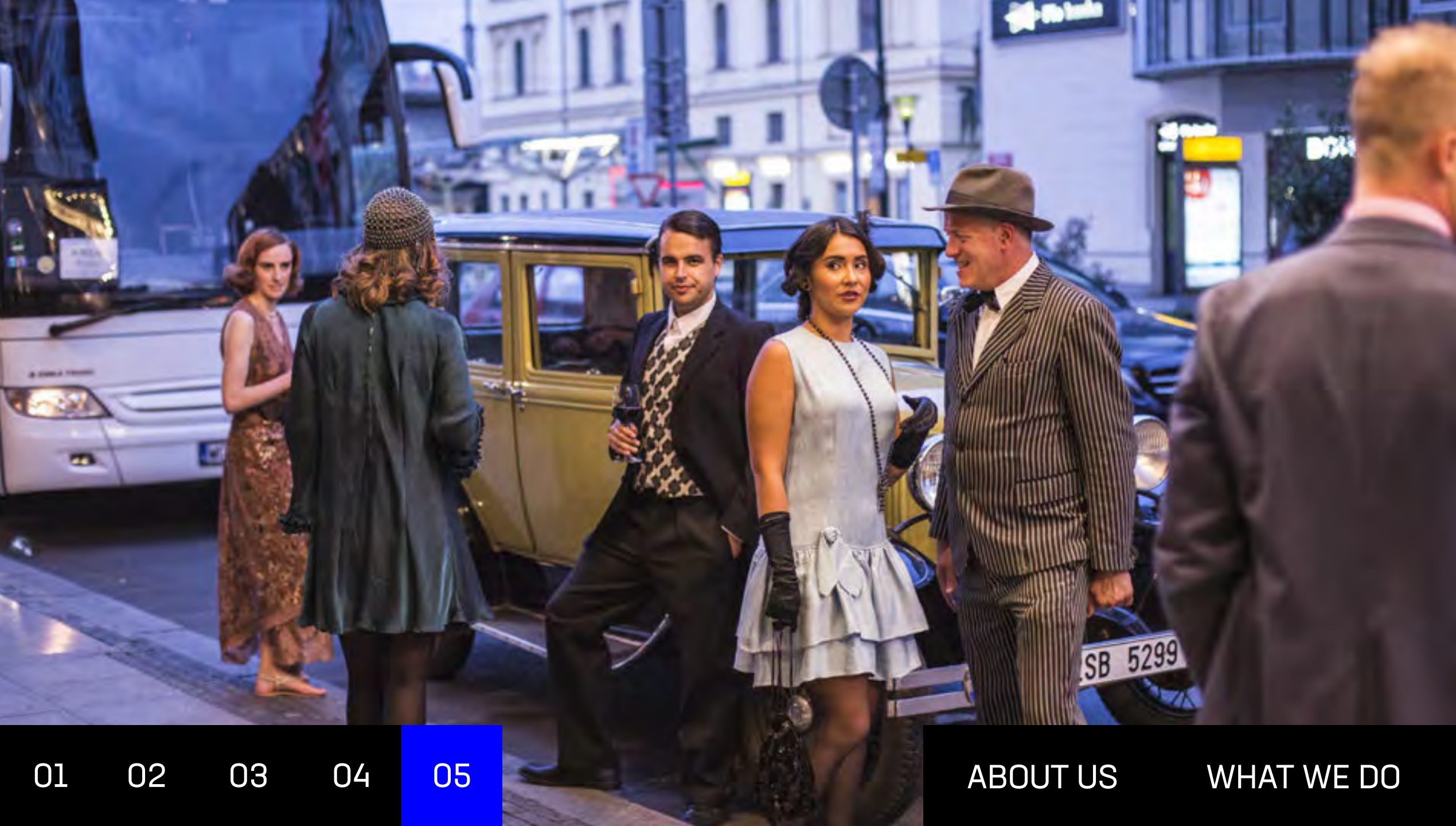


05. EVENT PRODUCTION

Full service event production

We are happy to bring human element and story to your events and combine it with our other skills like light design, set design, decorations and art directing.









AVAILABLE PRODUCTS*
SELECTED WORKS

* PRODUCTS CAN BE FULLY ADJUSTED TO FIT CLIENT'S VISION

DYNAMICS **01**

LASER STRING **02**

HOLO BOX **03**

GIFBOX **04**

LEVITATION **05**

ME ME ME **06**

INTERACTIVE TOUCH SCREEN **07**

INTERACTIVE TABLE **08**

01. DYNAMICS

led bars with individually adressable pixels, light animation, synchronisation of video and sound

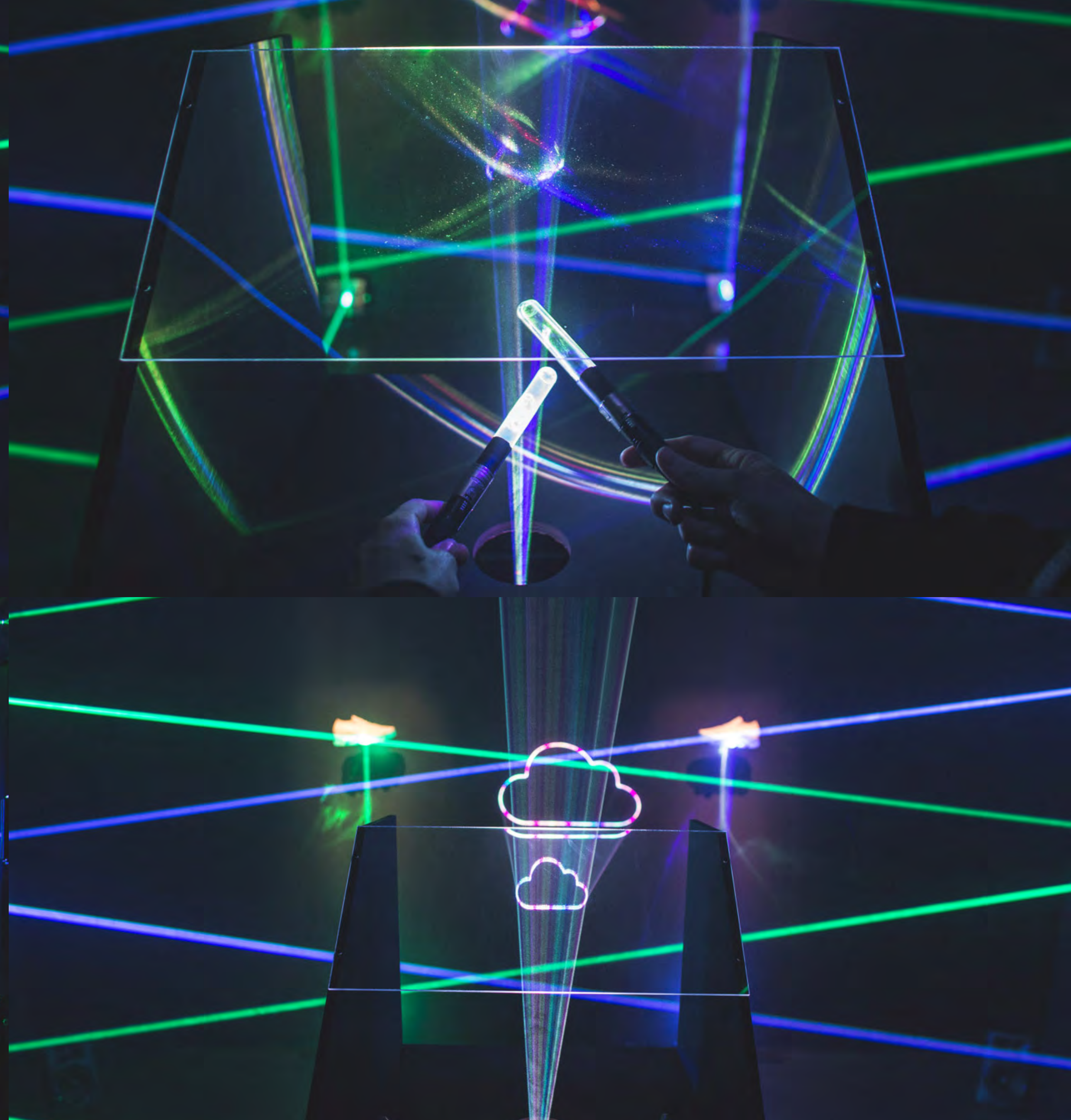
Variable concept providing creation of video wall as well as large spatial realizations.



02. LASER STRING

interactive lasers and sound

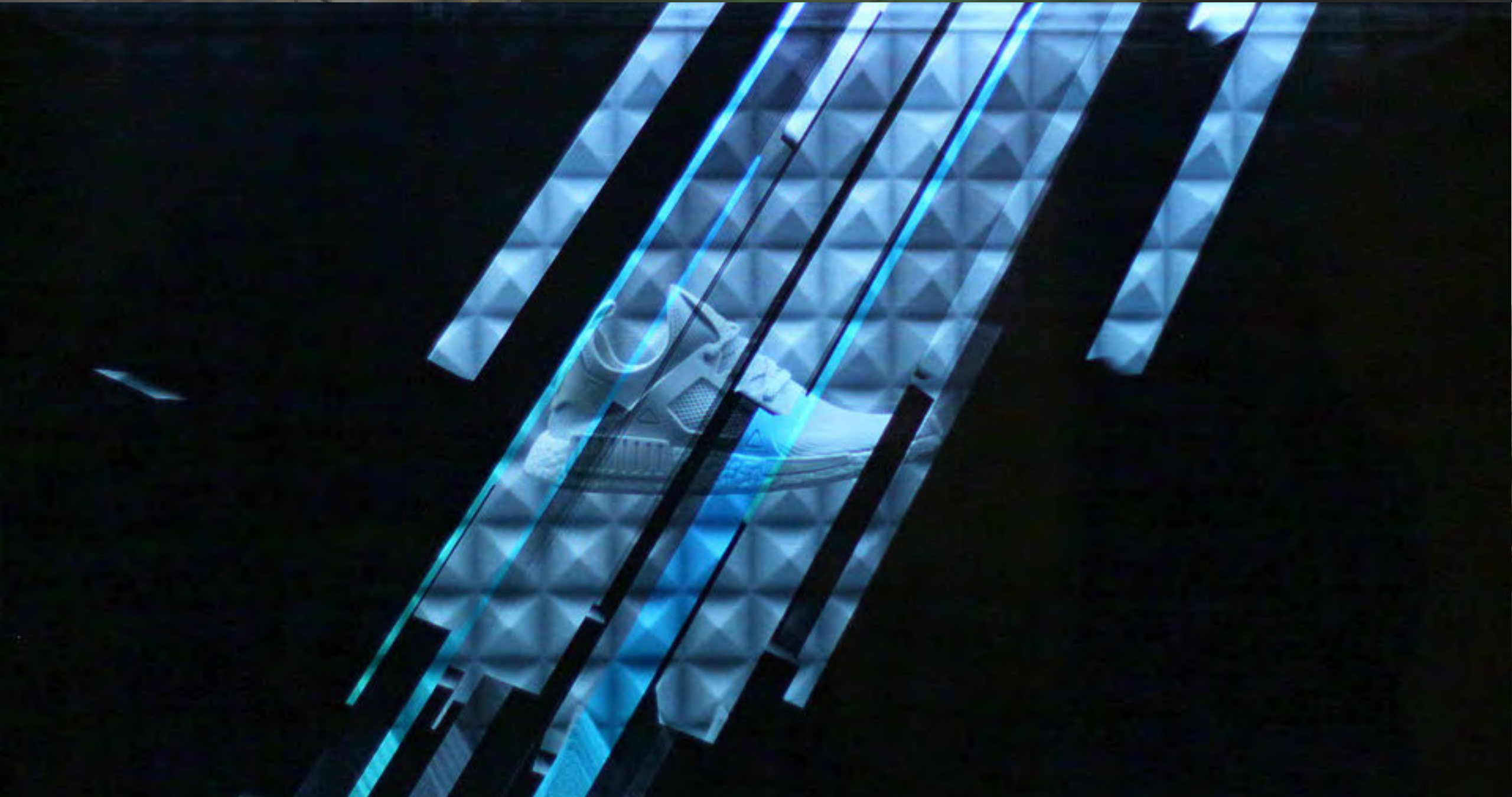
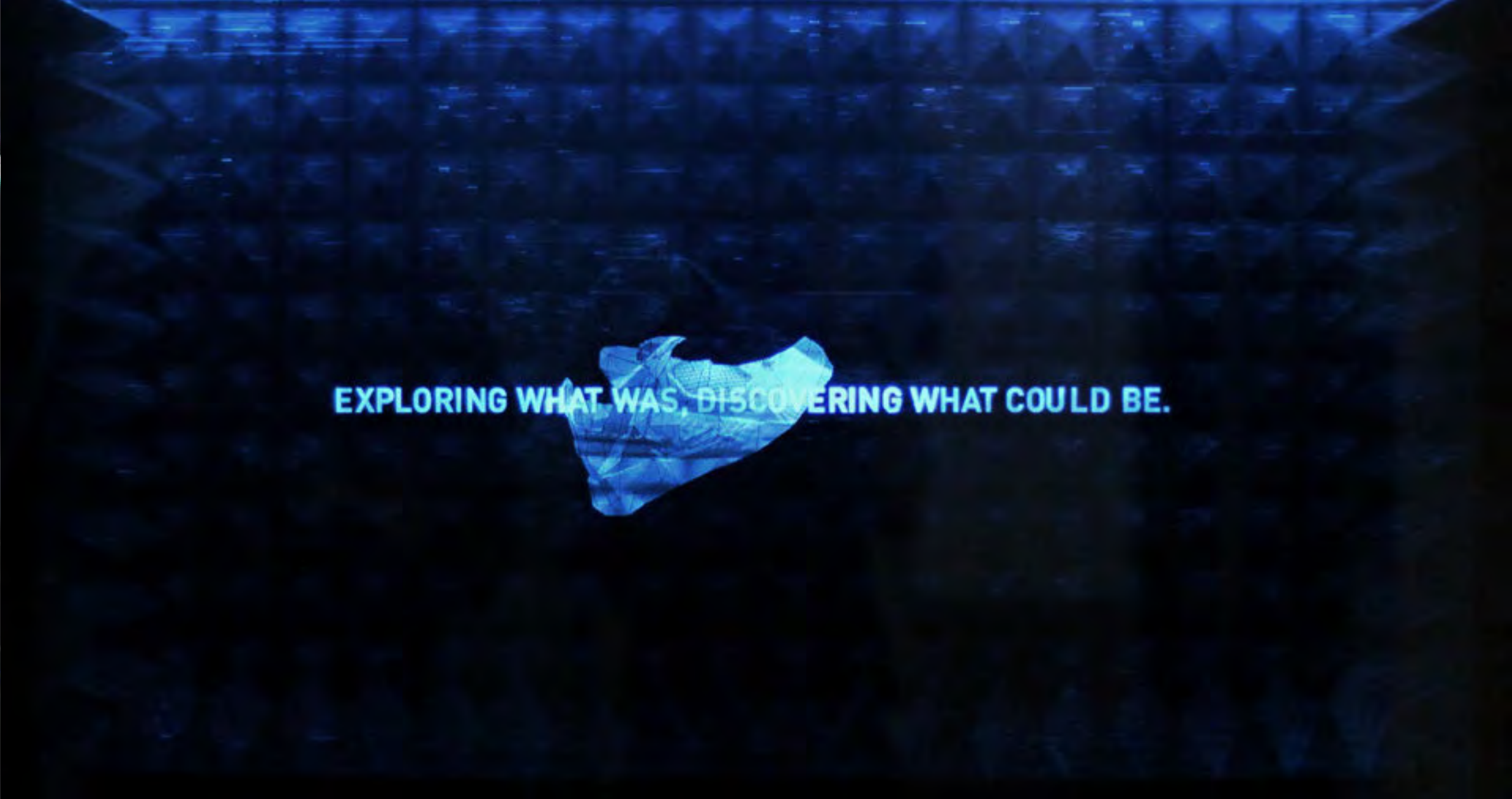
Original laser instrument producing live sound and immersive visuals.

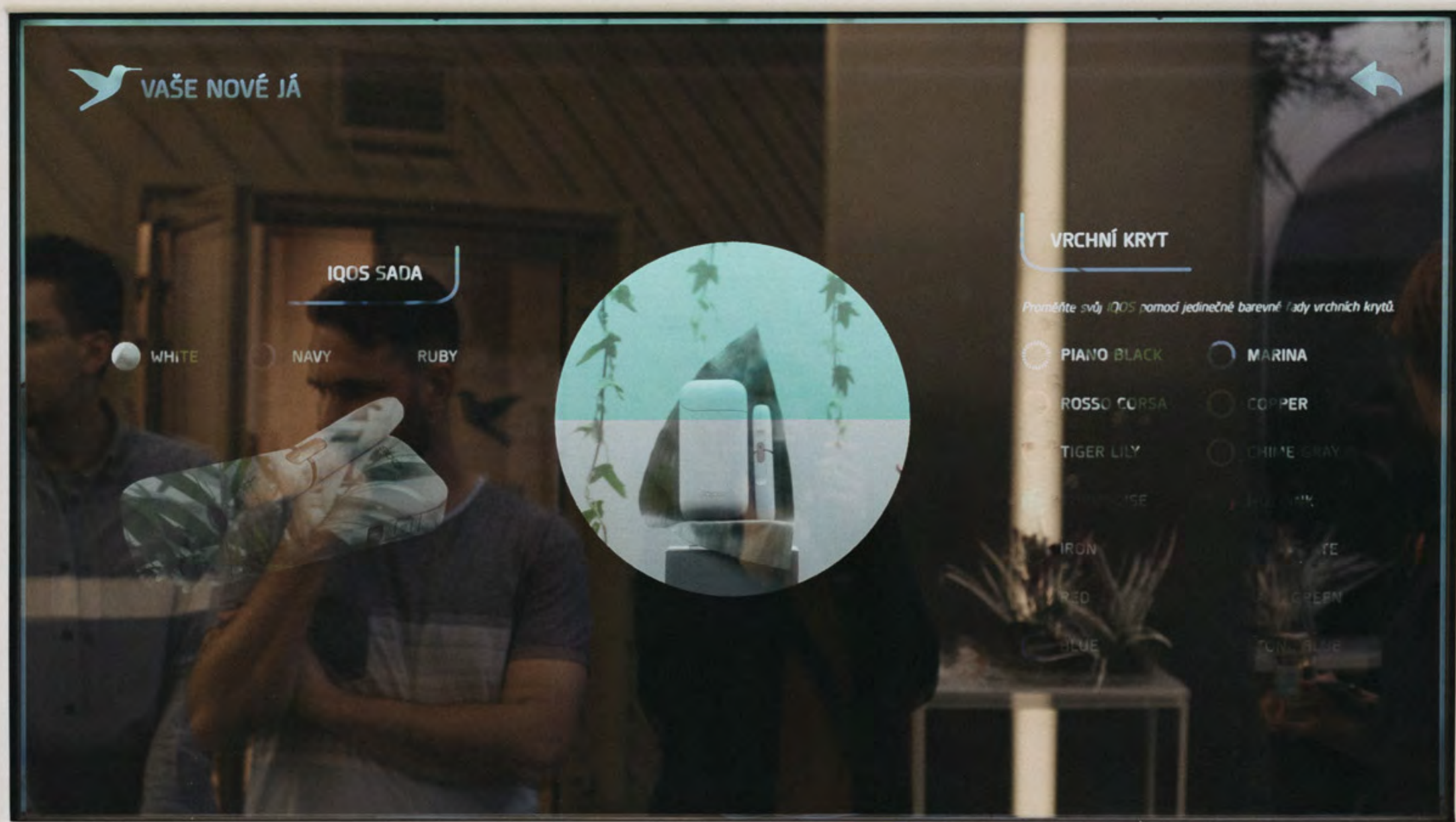


03. HOLO BOX

*generative animation, projection, interactive features,
game principle, audiovisual, 3D objects*

Interactive installation operated by visitor with game controller, allowing to easily change and control generated animations accompanied by sound.





04. **GIFBOX**

camera, point cloud, multiple effects, large display screen, simple interface on touchscreen

Interactive application combining camera images with 3D point cloud and effects, that matches users body and face features. Final images are sent to the user via email or printed on the spot.





05. *LEVITATION*

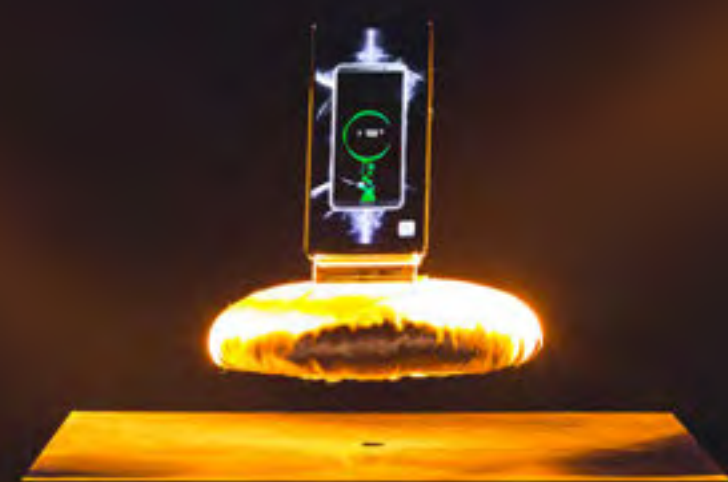
magnetic field, silver pillow

Great chance of showing off your product on advanced installation highlighting the floating object based on magnetic resistance.





HUAWEI Mate10 Series





06. **ME ME ME**

*led stripes, light and sound controller and variable
parametres*

Interactive audiovisual installation letting visitor to
have a full control of sound and visuals in real time.

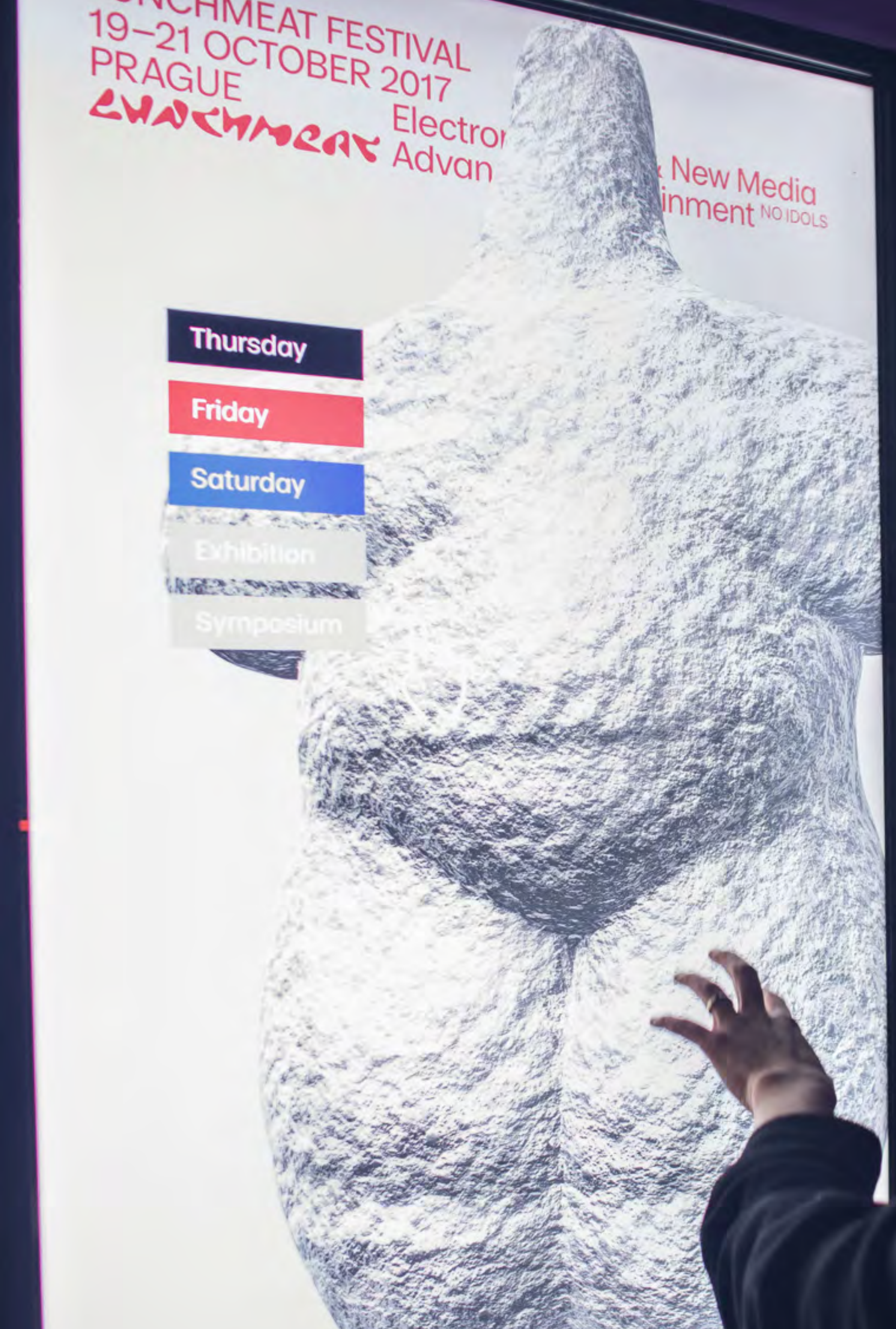




07. INTERACTIVE TOUCHSCREEN

interactive content, graphics, sound, animation

We are able to deliver custom made audiovisual content creation for touchscreen presentations.

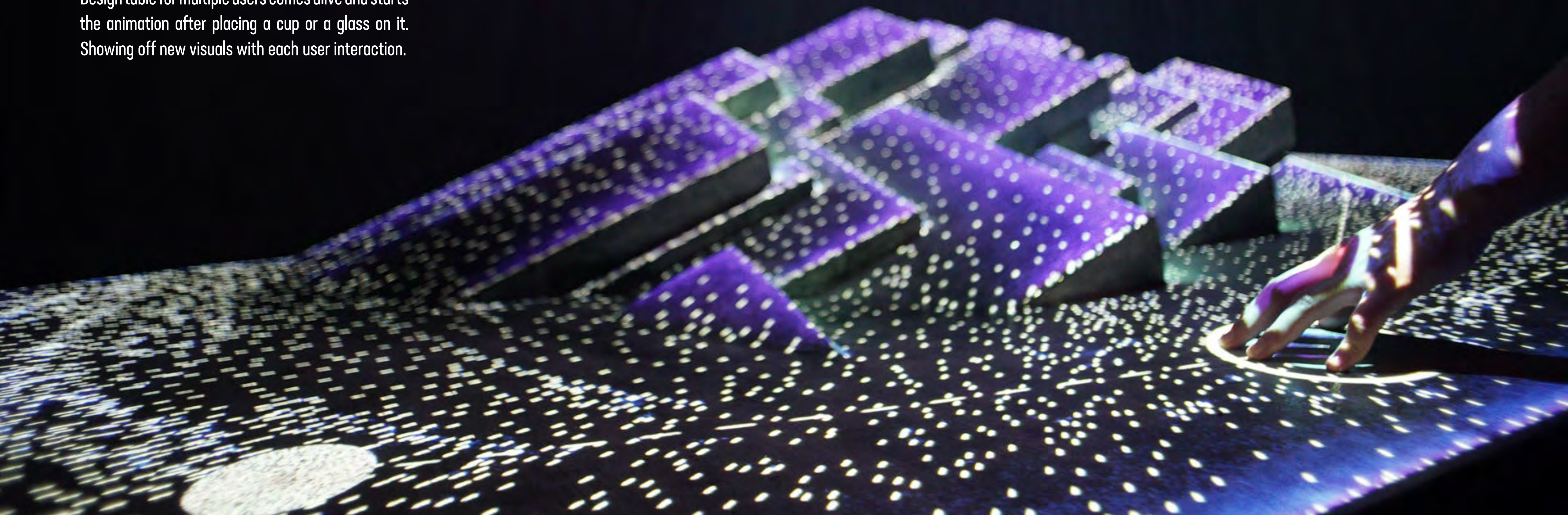


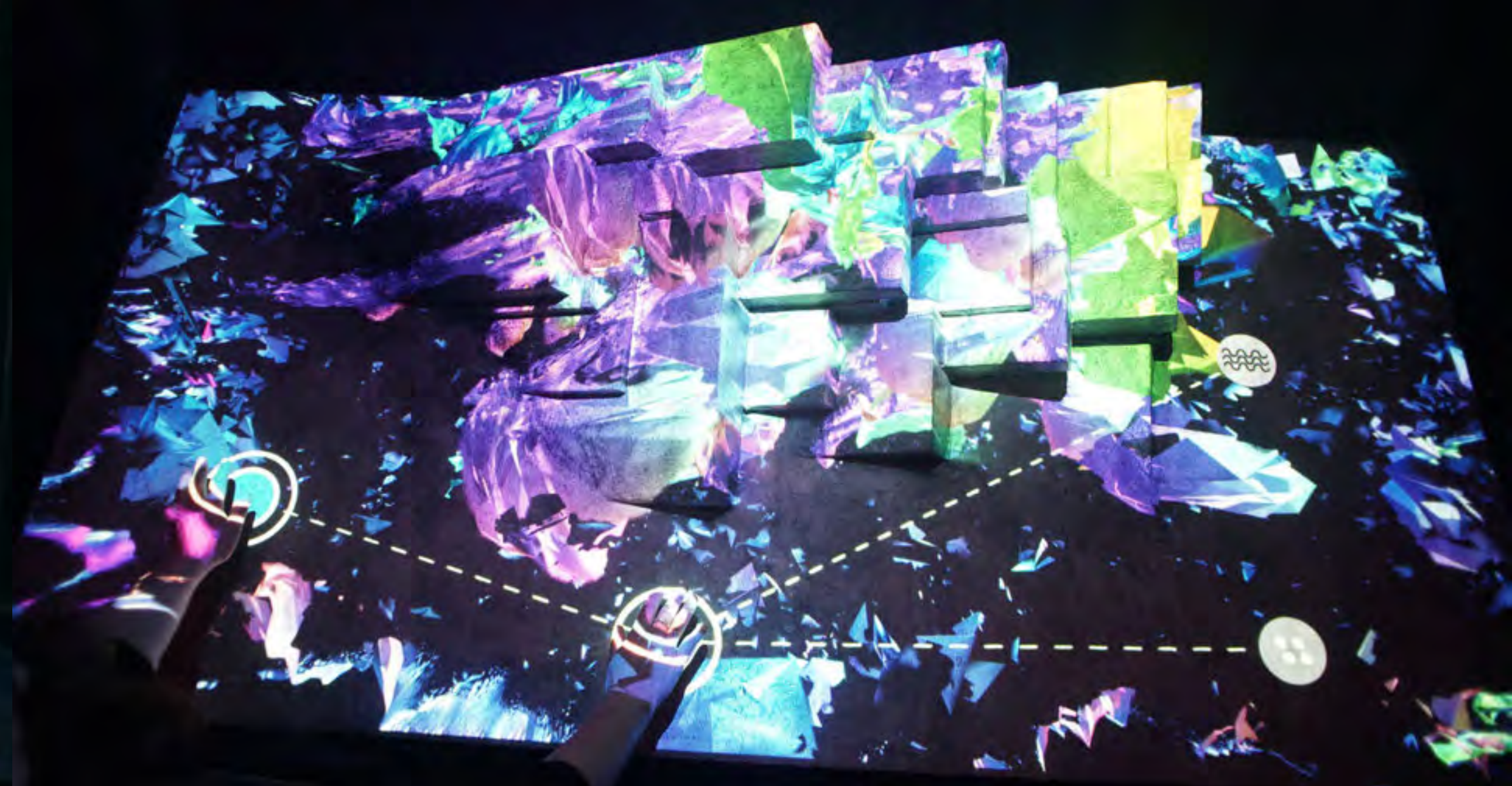


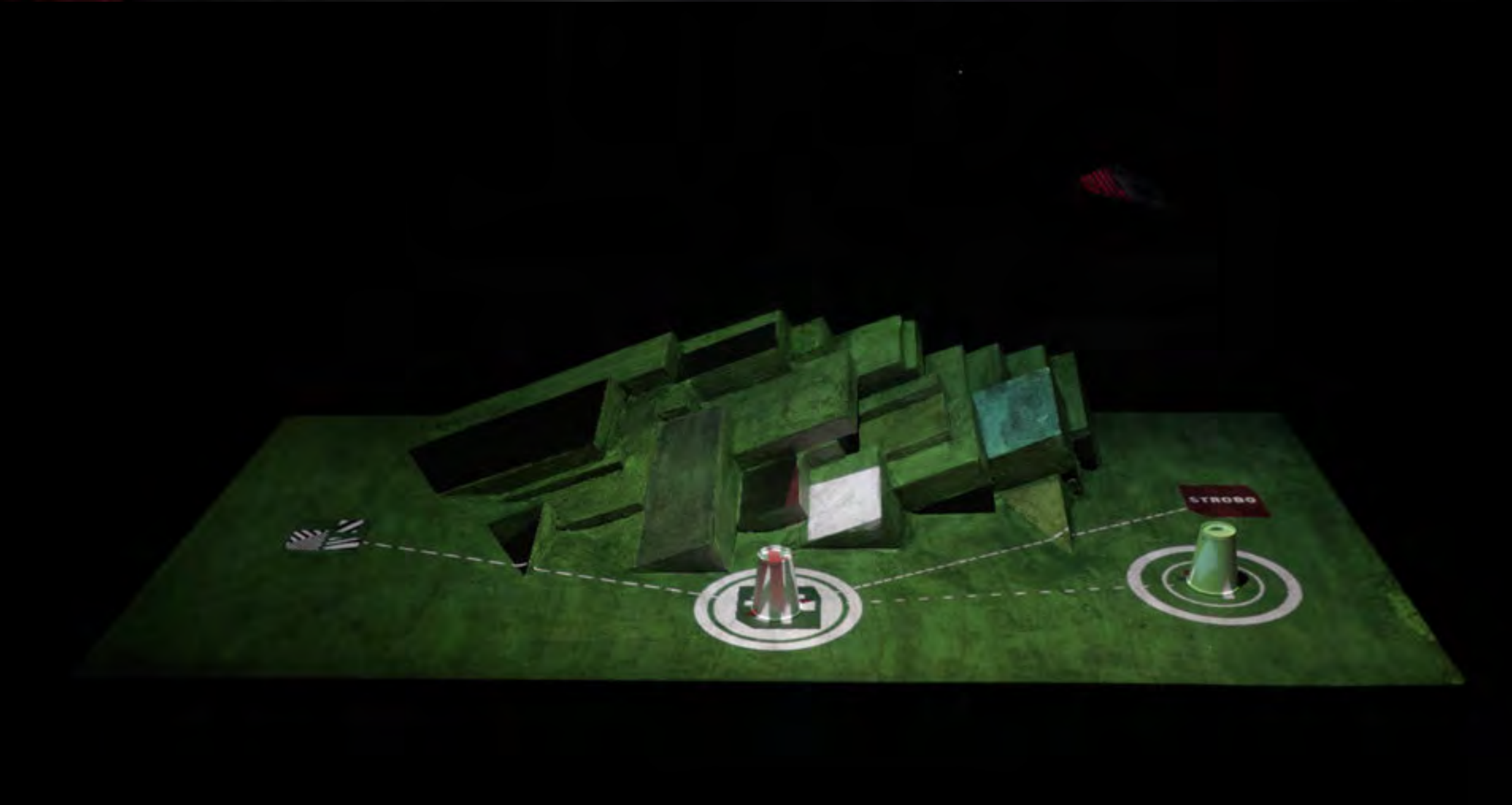
08. INTERACTIVE TABLE

Imapping, interactive installation, animation

Design table for multiple users comes alive and starts the animation after placing a cup or a glass on it. Showing off new visuals with each user interaction.







CASE STUDIES

KISS MY AIRS **01**

HENGE **02**

MEET THE GIANTS **03**

01. *KISS MY AIRS*

NIKE VAPORMAX LAUNCH

We loved working on a complex project like this. We designed playful environment to fully show all the qualities of the new edition of Nike Vapormax sneaker. We wanted to create something truly special. For the facade of Dancing house in Prague, we combined minimalism and aesthetics of laser and custom made video projection. Inside we prepared a reminiscence of a futuristic hacklab that was unveiling exclusive new media art installations. Visitors were able to wonder thru virtual reality landscapes, perform with laser string instrument and wonder at a laser typography. As exclusive placement of the new Nike Airs sneakers we have let it float on magnetic levitation, to fully prove its zero gravity design.





02. **HENGE** AV INSTALLATION

Intensive light-sound study of space, inspired by the Henge - a neolithic monument consisting of circular area, probably used for ritual purposes. An immersive environment leading through the rejection of secular principles through ecstatic ceremony to enlightenment. The installation sound was taken care of by musician from New Zealand Oliver Peryman a.k.a. Fis, producing dense electronic compositions firmly connected with the natural world, inspired by the relationship between the individual and the environment.

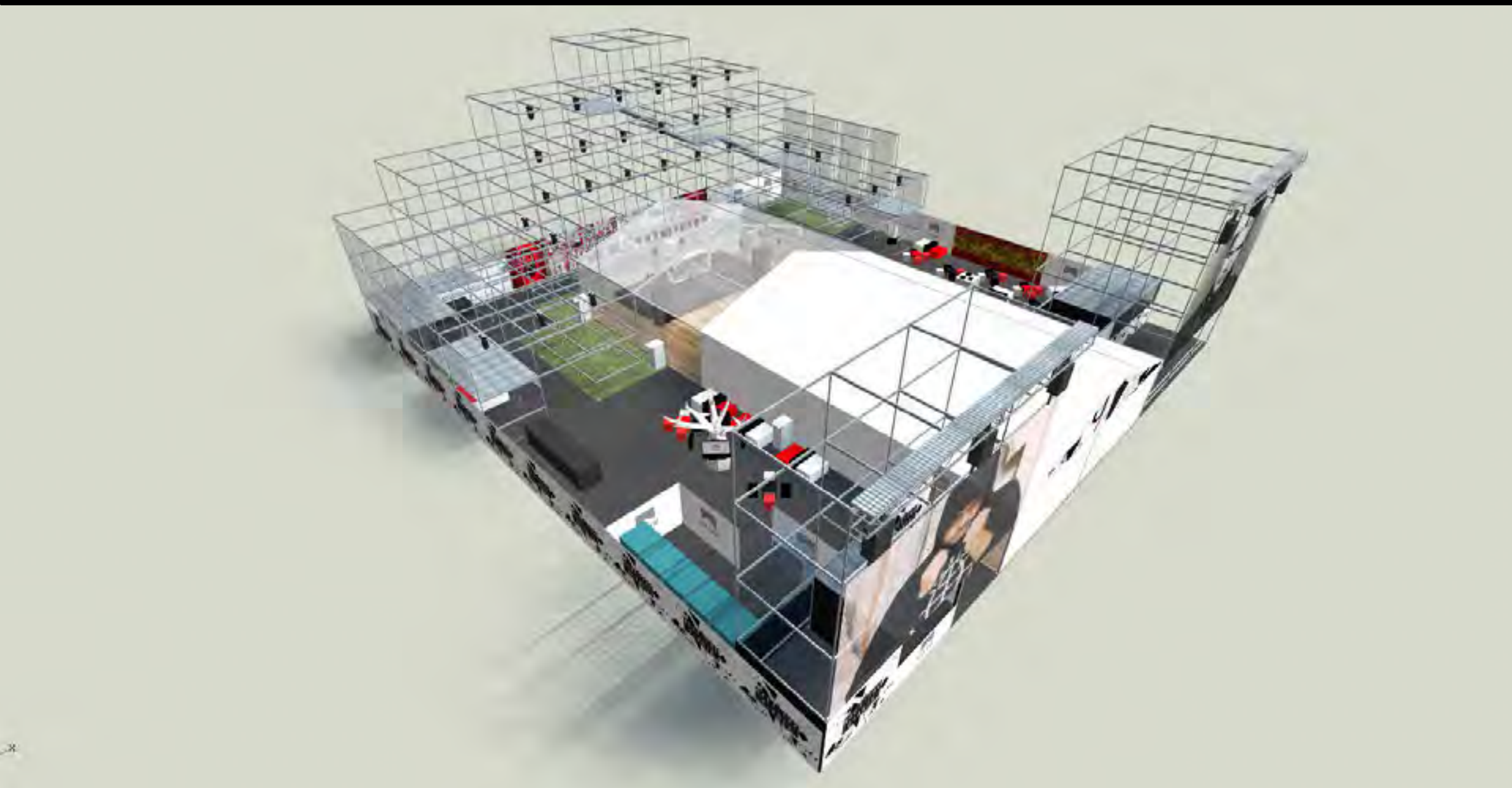
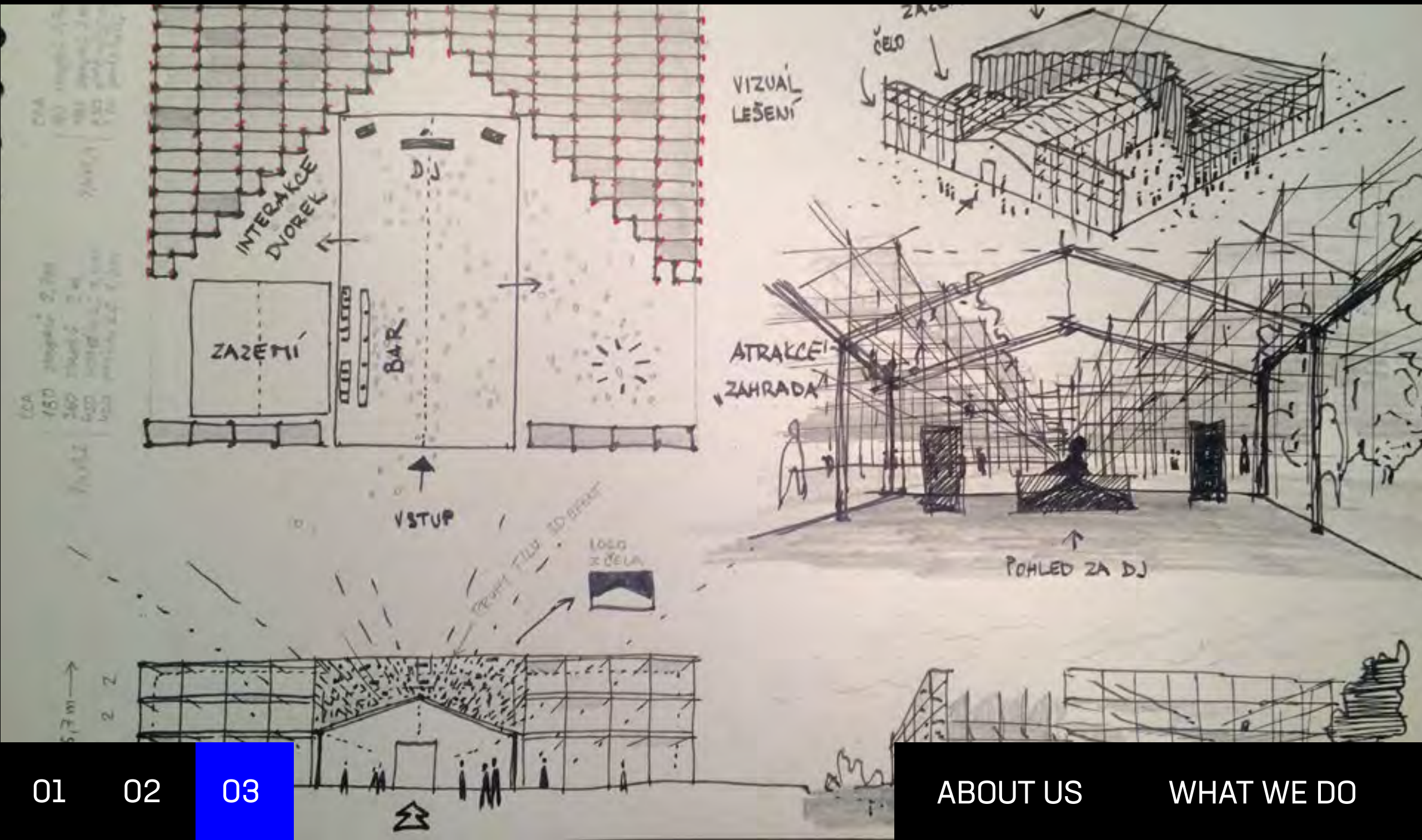
Premiered at Signal Festival 2017

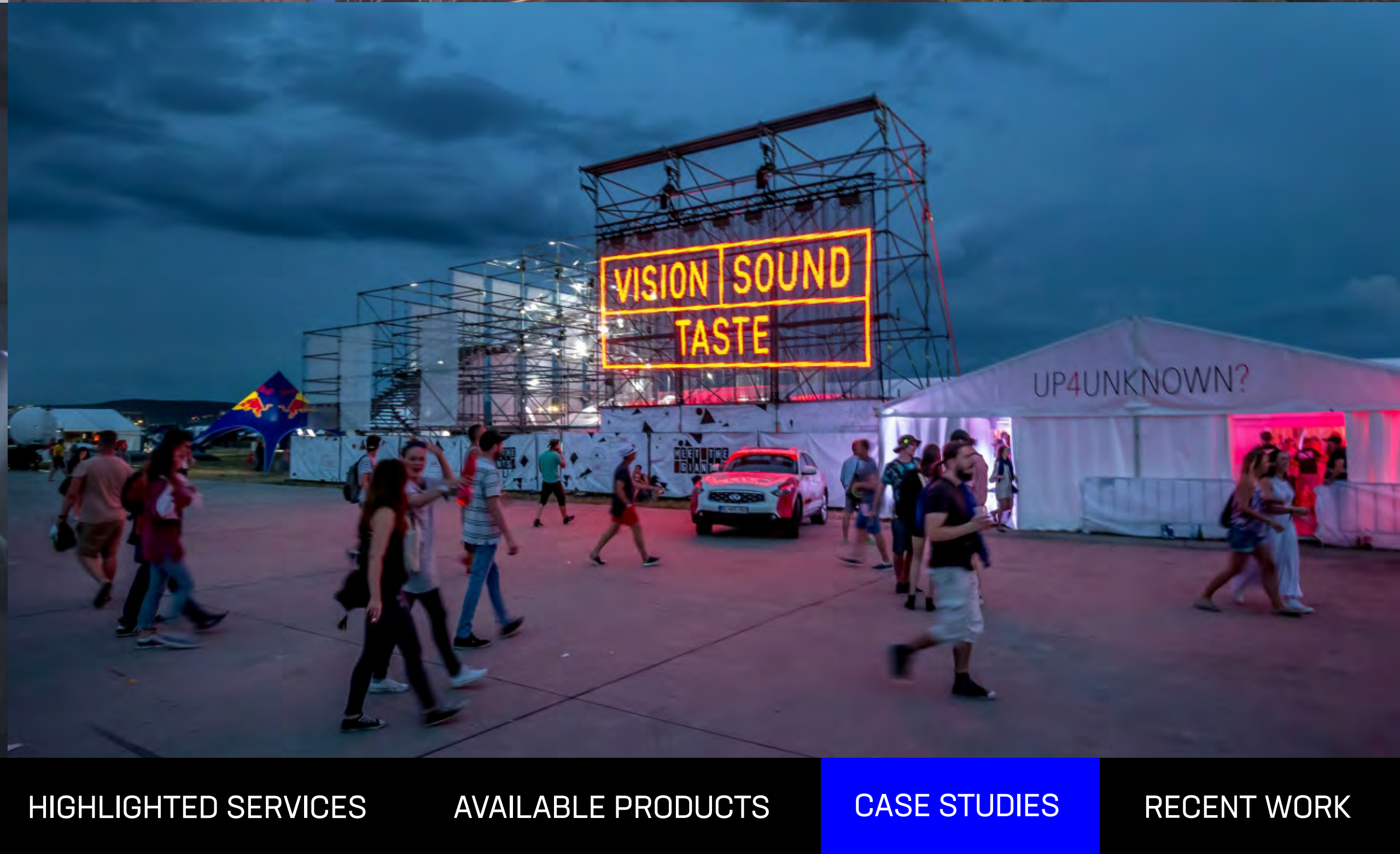




03. MEET THE GIANTS ARCHITECTURE AND LIGHT SHOW

We have been asked to create overall visual atmosphere of Meet the Giants stage and its architecture. The aim was to extend the client's zone by usage of strong beam lights. In order to achieve that, we have used massive scaffolding system and more than 30 Robe Pointe fixtures. The light system was used to light up the stage as well. We could do so due to transparent surface material of the tent. The installation travelled across Czech republic and Slovakia.

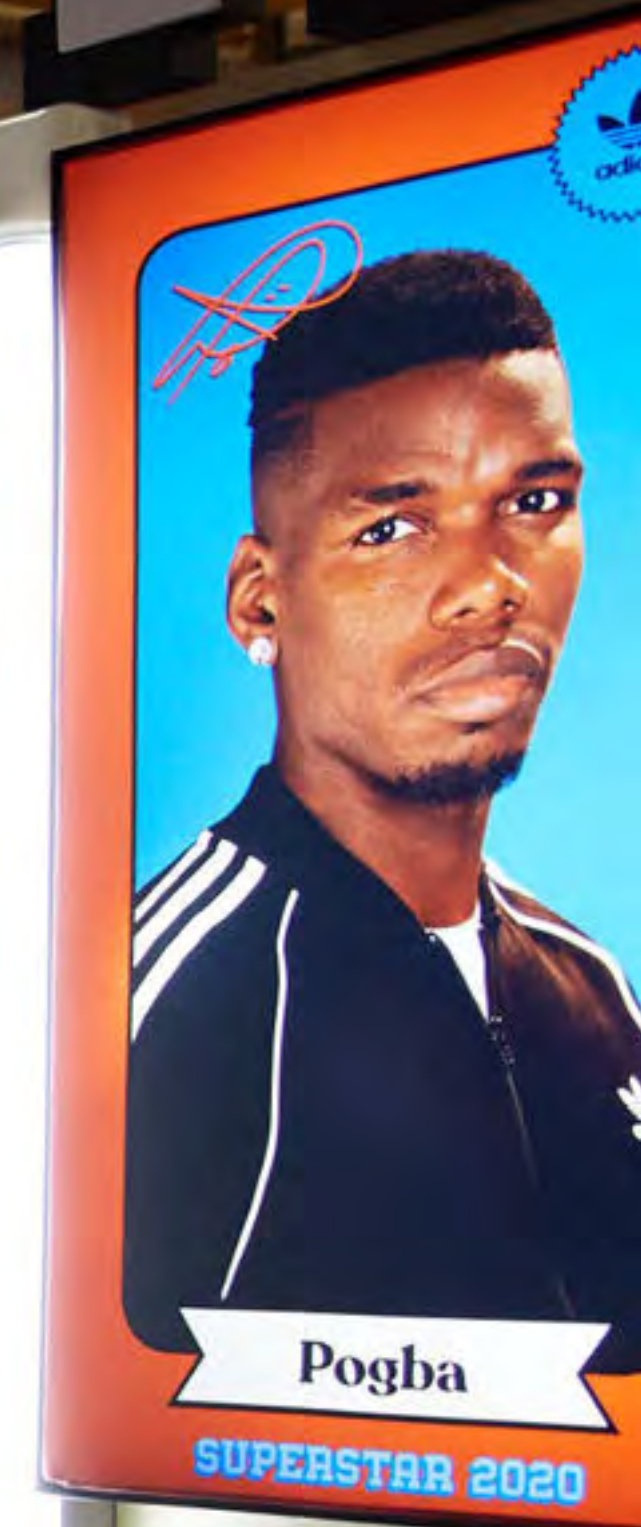




RECENT WORK
SELECTED PROJECTS

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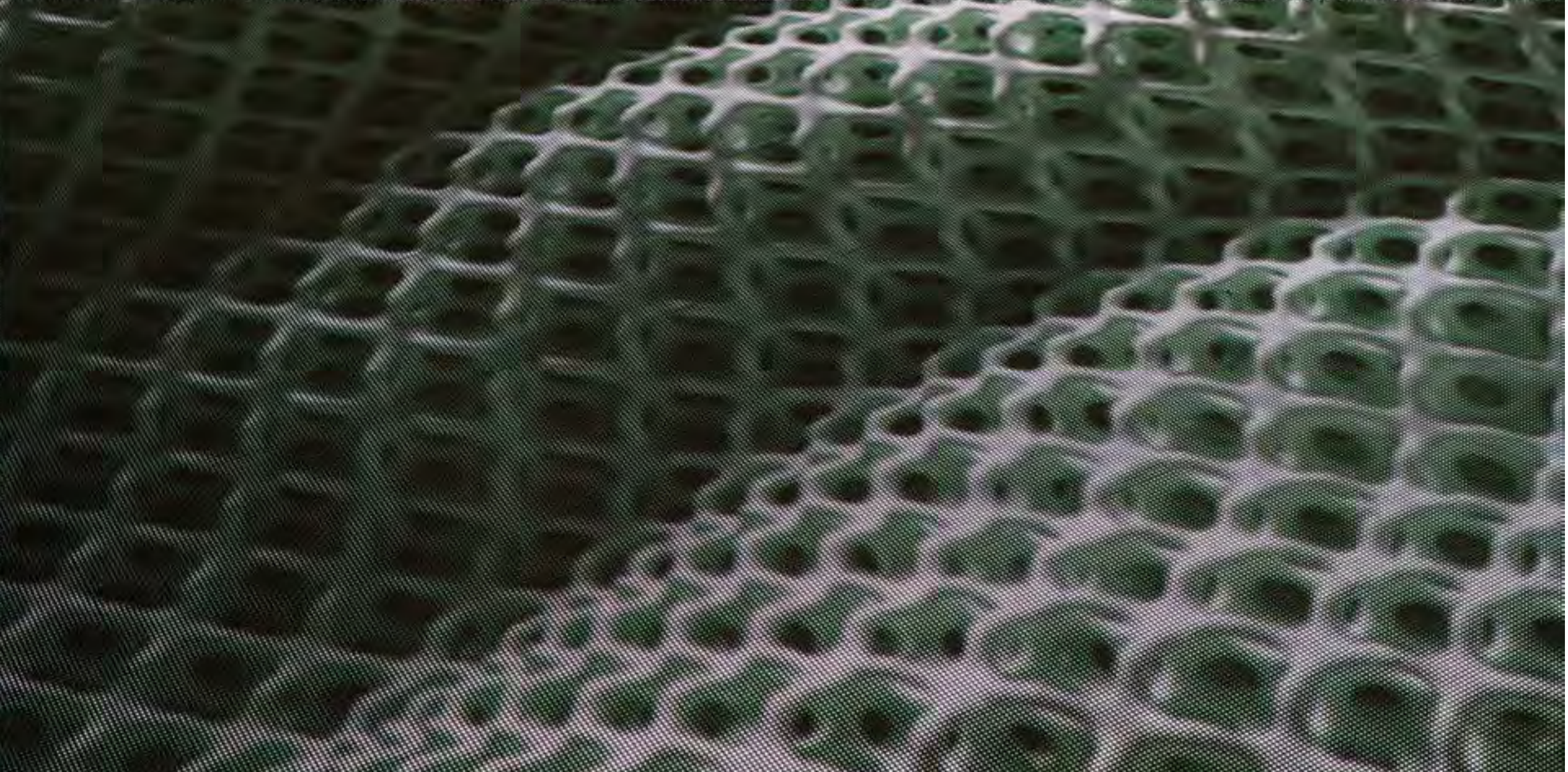
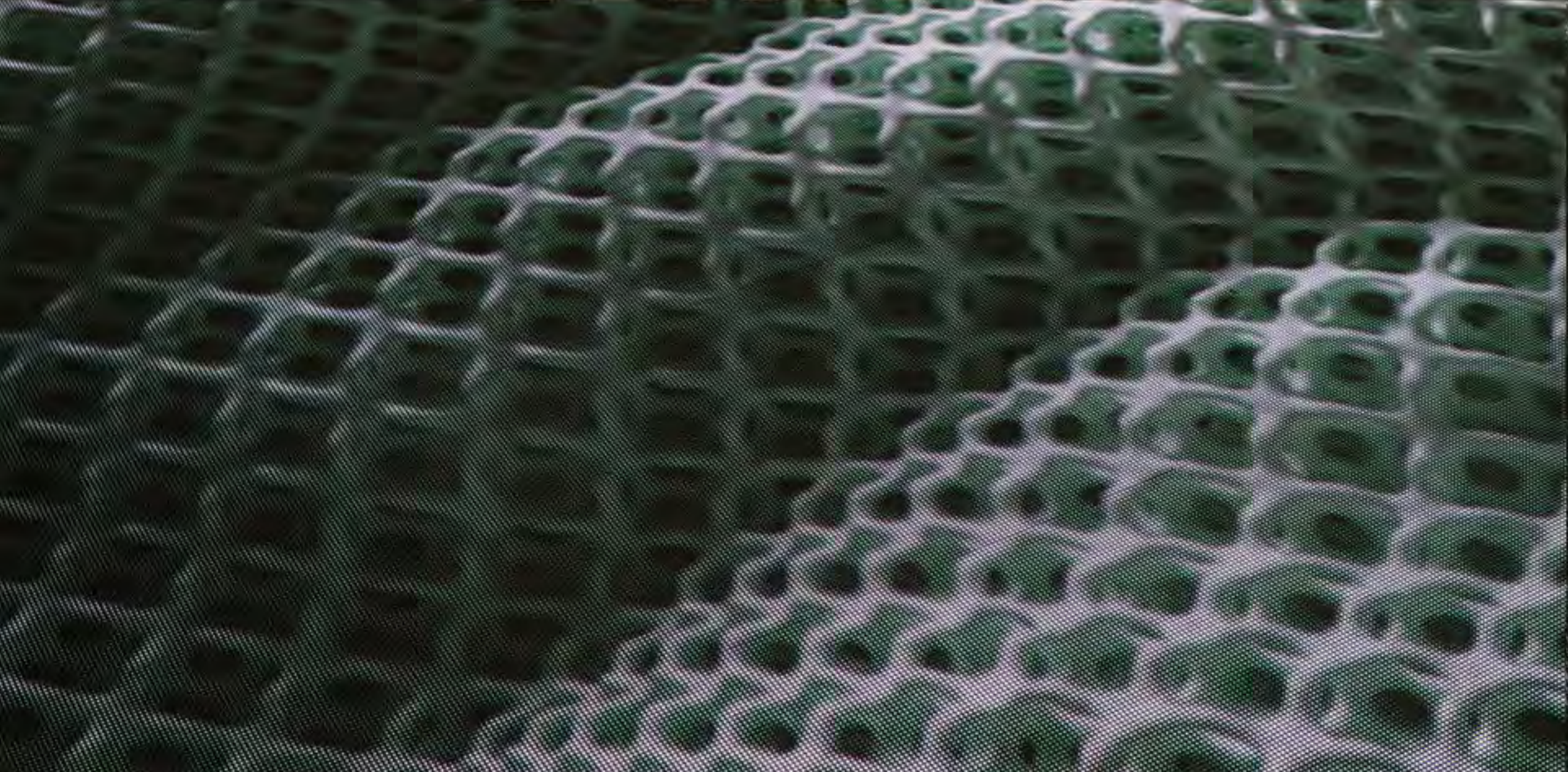
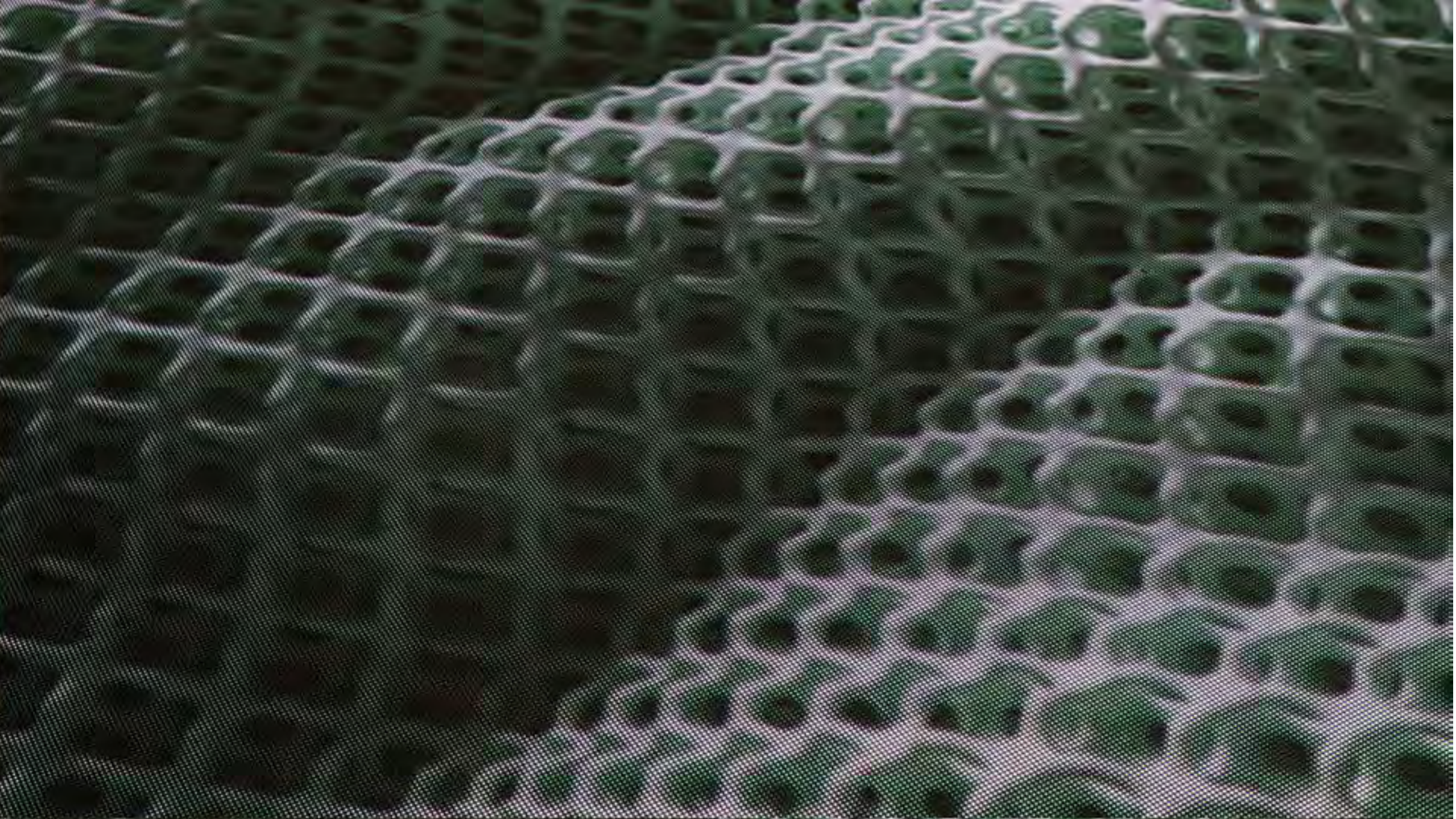
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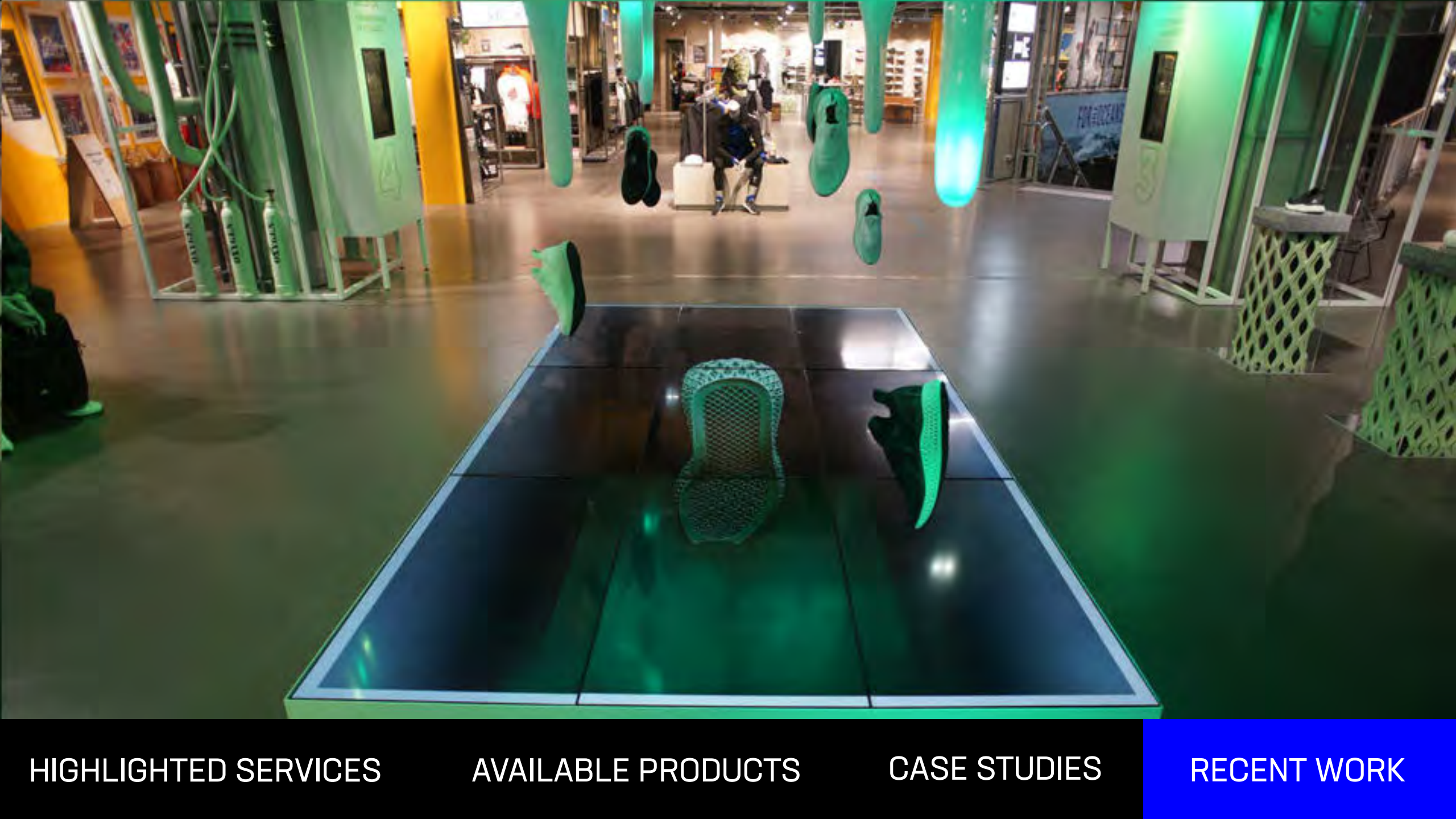
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GROWN FROM LIQUID
CRÉE À PARTIR DE LIQUIDE

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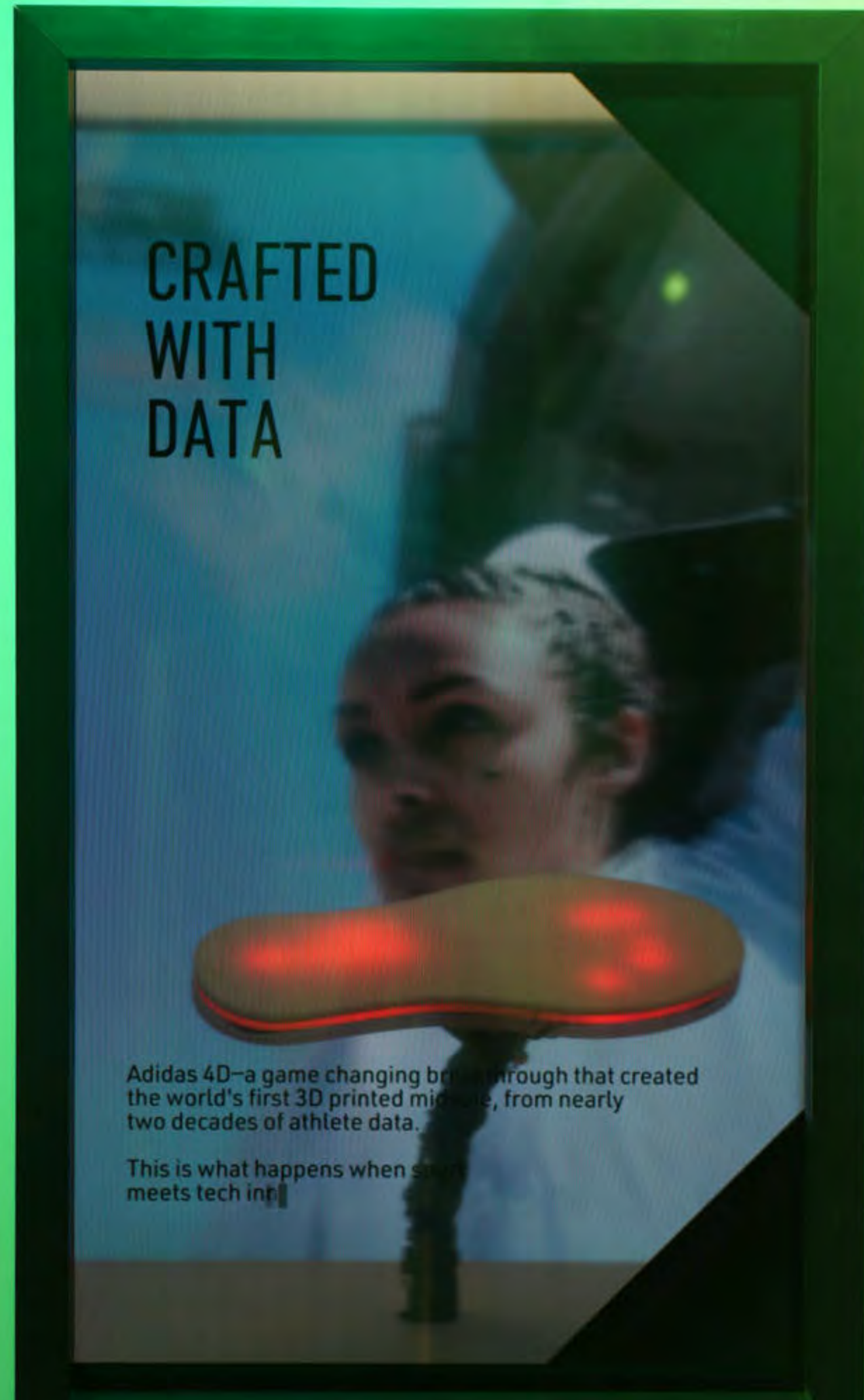
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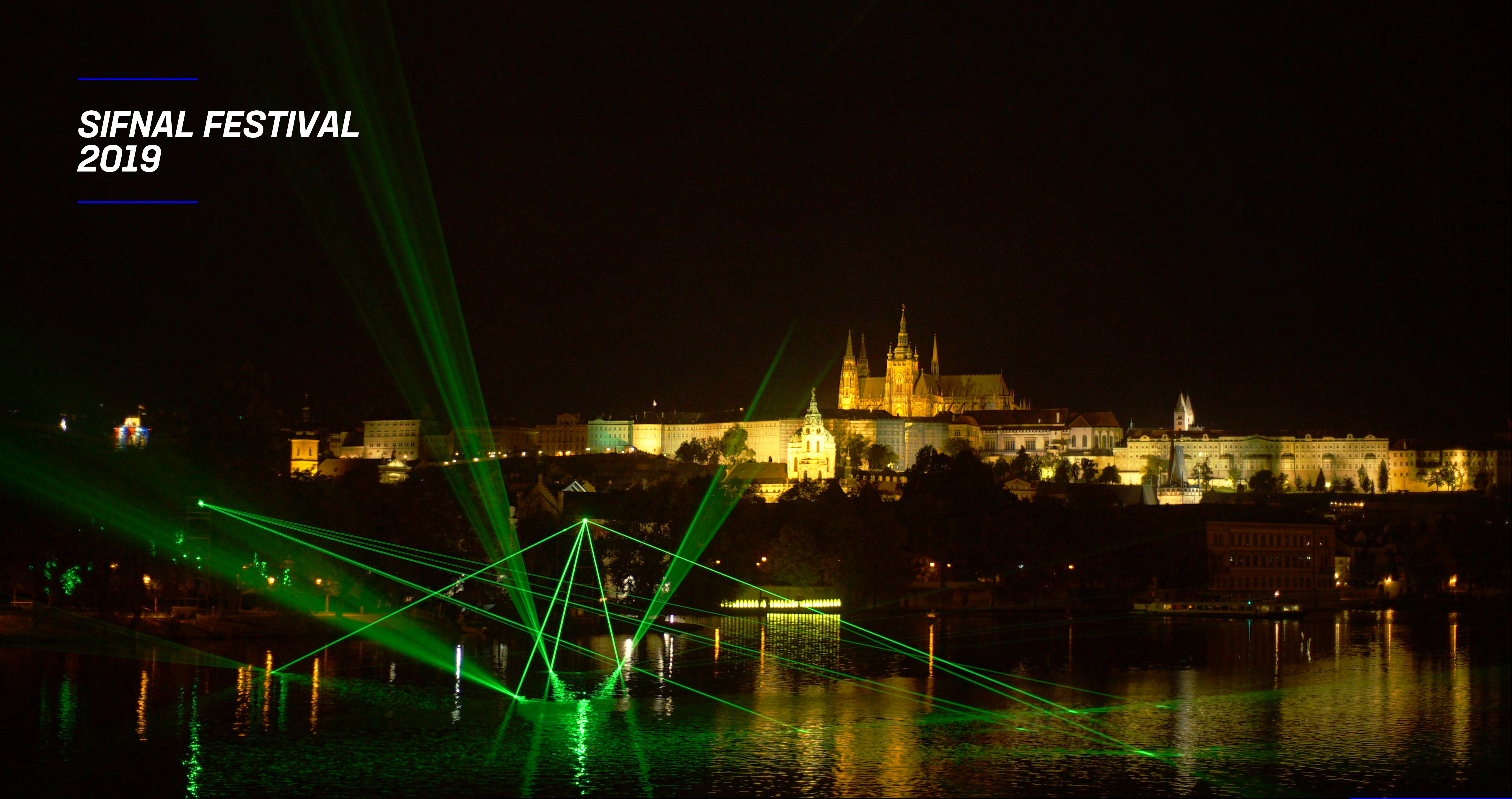
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SIFNAL FESTIVAL 2019



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TOTALITA DOME 360° PROJECTION



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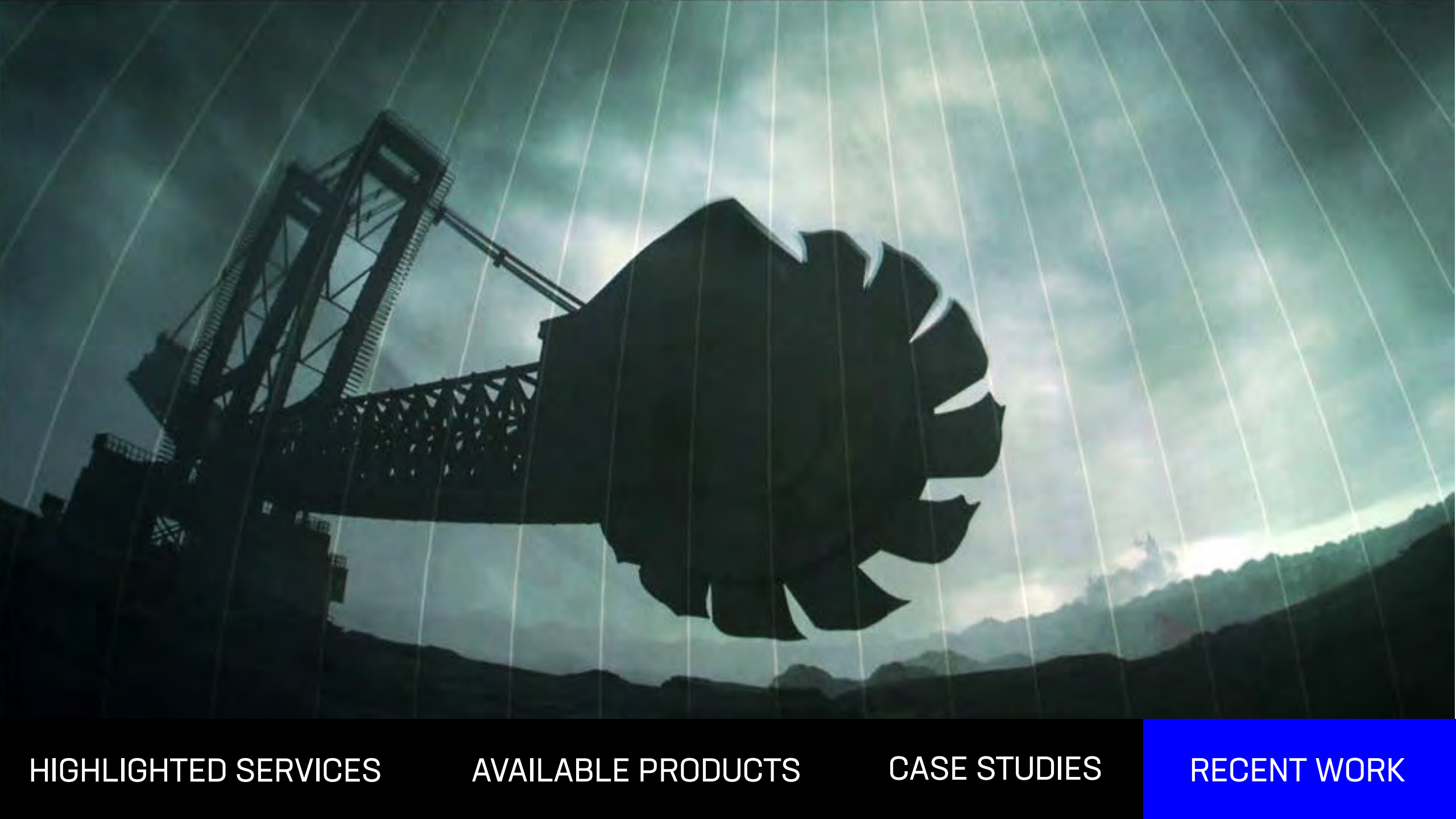
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CLIENTS AND PARTNERS



ŠKODA



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