

# disguise powers unforgettable projection on the United Nations Headquarters

In the run-up to the 2022 FIFA World Cup in Qatar, the United Nations headquarters in New York City was mapped with dynamic and colourful video projections to launch the “Scoring for Goals” campaign highlighting how sport can promote sustainable development, peace, tolerance, inclusion and climate action.

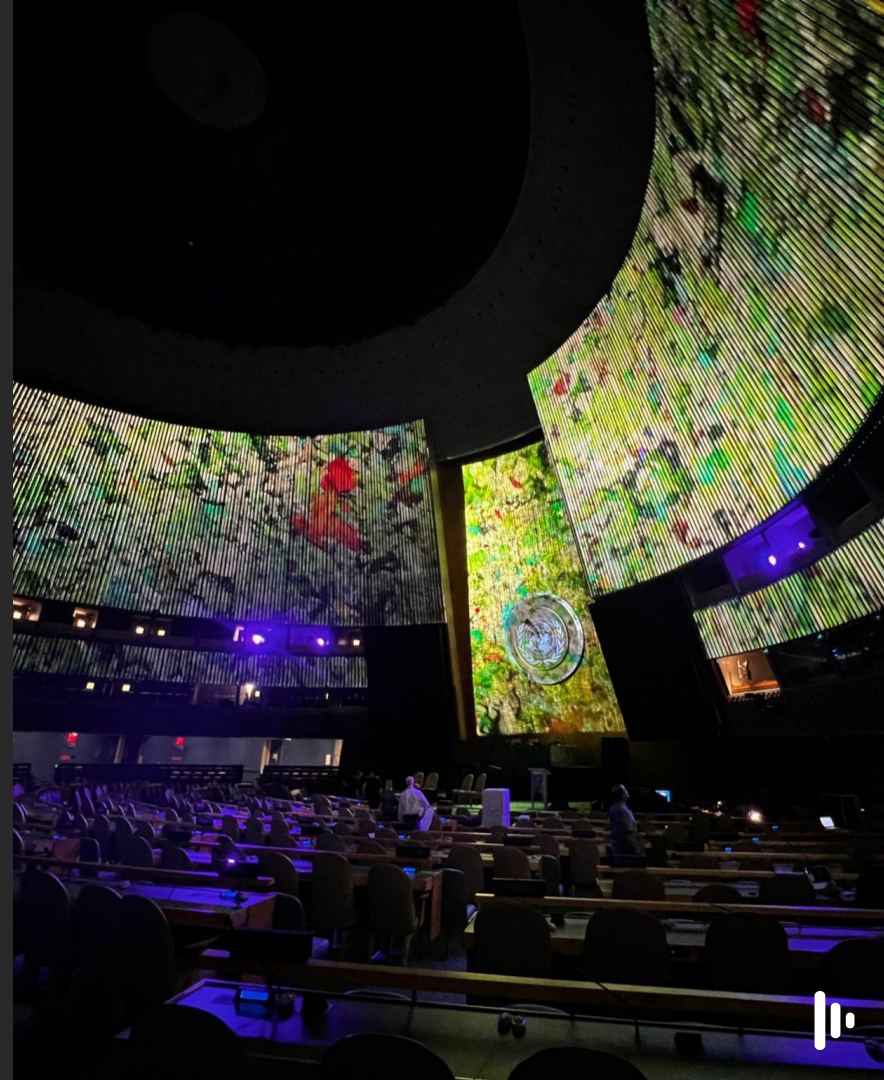
In this case study, you will see how [Quince Imaging](#) partnered with design studio [59 Productions](#) to deliver an unforgettable architectural projection mapping experience driven by four disguise vx 4 media servers.



# At a glance

For the September 17 launch event that kicked off UN General Assembly Week, 59 Productions and The Mission of Qatar hired Quince Imaging to design and build a unique projection mapping system. More than 200 guests attended the VIP event, including the UN Secretary-General.

The inauguration ceremony included a short video projection on the United Nations' 17 sustainable development goals with compelling images and narration. In this, the message was that the world will meet on November 20 to witness the power of football as a tool to promote peace and development, respect for human rights, and achieve gender equality and empowerment, empower women, girls, youth and address climate change.



# The challenge

Quince Imaging was tasked with projecting a narrow 78 x 510-foot image on the side of the UN Secretariat building, a 280 x 55-foot image on the curved east façade of the iconic General Assembly building, and a 32 x 18-foot image on the flat wall of the General Assembly Terrace. Scaffolding and weatherproofing were required to support the projectors, servers and playback while the VIP event required audio, lighting and staging support, along with two manned and two robotic cameras.

The ambitious project was executed on a tight timeline: Quince Imaging was confirmed to support the project just four days before load-in occurred for the project. With New York Fashion Week and other local events taking place at the same time, securing support elements like scaffolding was a challenge. Quince Imaging also were required to comply with all UN security rules for vehicles and the different crews on site.



# The solution

Quince Imaging turned to a quartet of disguise vx 4 media servers to drive the complex projection mapping on the UN buildings. According to the team, the 3D workflow for the project was critical. Using disguise's cloud-based Mapping Matter, they were able to carefully map out all projection towers across the site and import the projection study right into the disguise Director server. With the short turnaround time for this project, disguise was able to simplify the alignment process to meet an ambitious schedule.

The installation process also was fast-tracked - with only five days until showtime. It began with the building of several platforms of assorted sizes to support the sound, lighting, and projection systems. The towers were weatherproofed, and power and cabling were provided to all spaces. 26 Panasonic projectors were loaded and placed on custom-designed platforms



# The solution

The disguise media servers were installed, and a playback tent was built along with client review stations. The projectionists began the initial set-up and projection alignment with the media server team fine-tuning the details to ensure a perfect display.

The day before, audio and lighting were loaded into the terrace location. Rehearsals began at midnight. The dazzling show took place from 7:15 to 8:30pm. on Saturday, September 17th, with the striking of equipment immediately after the event and concluding at 2am.



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“disguise allows us to work faster, and at a larger scale, than any other platform. As Quince Imaging adds vx 4+ and SMPTE 2110 to our workflows moving forward, disguise will allow us to meet the large-scale demands of our client base.”

**Eric Gazzillo, Vice President, Quince Imaging**



# Results

**3**

different nations  
collaborating on  
the project

**80+**

crew members

**26**

Panasonic  
projectors

**3**

days for  
equipment  
setup

A large part of the event's success was due to the trust that was quickly established between 59 Productions and Quince Imaging, which in turn trusted York Scaffolding and Starlite as supportive partners.

disguise was also a trusted and reliable partner for the fast-turnaround event offering Quince Imaging the most seamless multi-user workflow and allowing the mapping teams and content teams to work together in parallel in a way no other product could, according to Gazzillo.



# Conclusion

“Scoring for the Goals” was launched during the most important week of the year at the highly visible UN headquarters. Having the eyes of the world on this unique projection mapping project provided the perfect opportunity for Quince Imaging to showcase its talents for high-quality technical image production for live events.

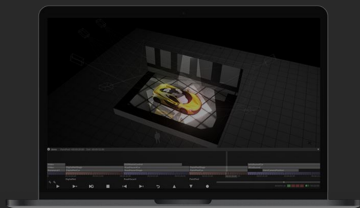
Watch the highlights [here](#).





# disguise equipment used

## Designer software



Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

[Find out more](#)

## vx 4



Optimised for playing up to four times uncompressed 4K60 and lossless 10-bit video, the vx 4 powers high-quality content at any scale.

[Find out more](#)



# In partnership with:

59 Productions

The Mission of Qatar

York Scaffolding

Starlite

Panasonic

Sony



# Get in touch!

**Curious to know more about us? Want to master our production toolkit? Need support on your project?**

Our team will be happy to speak to you, whatever your query.

**Join the disguise  
Community platform:**

**[community.disguise.one](https://community.disguise.one)**

**Join our e-learning  
programme:**

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