



CASE STUDY

Painting with Light: How Panasonic Projectors Transformed a Coastal Town into a Living Canvas

OVERVIEW

Each spring, the striking, white-walled architecture of Alys Beach, Florida, becomes the backdrop for a transformation unlike any other. Now in its 18th year, the **Digital Graffiti Festival** invites artists from around the world to project digital art across the town's buildings, walkways, and courtyards. The 2025 event featured more than 70 installations and drew thousands of visitors for two nights of immersive, interactive, and inspiring digital creativity.

To bring this experience to life, the team behind Digital Graffiti relied on Panasonic's lineup of Solid Shine Laser Projectors, ranging from 7,000 to 30,000 lumens, to deliver brilliant 4K visuals across nearly a mile of outdoor space. This technology is built to run in some of the most challenging environments, from concert and touring to theme park attractions. For the second consecutive year, the event was powered exclusively by Panasonic projection technology, continuing a partnership that has helped shape the creative possibilities of the festival.



THE CHALLENGE

The scale of the Digital Graffiti festival is matched only by its complexity. Organizers must plan for close to 100 projectors to be installed in highly specific locations throughout town, each with its own viewing angles, surfaces, and environmental factors.

The festival's curatorial team, led by longtime Alys Beach curator John Colette, begins months in advance by aligning each artist with a suitable site and projection setup. "There are a lot of challenges in doing something well," Colette said. "A lot of that is about planning before the festival happens, and really understanding how to integrate the artist, the architecture, and the projection technology."

The architecture of Alys Beach, while beautifully suited for projection mapping, is varied and intricate. Residences, retail facades, narrow passageways, and towering town center buildings all require distinct approaches. Some locations feature multi-story walls and deep arcades, while others offer curved or highly ornamented surfaces. Weather also plays a role: with all equipment deployed outdoors, projectors must perform consistently despite humidity, salt air, and shifting ambient light.

As the festival has grown, so too have the demands of the artwork. "We used to use 5K lumen, maybe 7K at most," said Alexis Miller, Director of Events for Alys Beach. "Now we're working with content that requires significantly more brightness and resolution, especially for pieces that are interactive or layered with fine detail."



Panasonic



THE SOLUTION

To meet these evolving needs, the team turned to Panasonic's large-venue projector lineup, deploying a variety of laser projectors throughout Alys Beach, including the RQ25K and RQ35K 3-Chip DLP™ models. These lightweight yet powerful projectors offered the flexibility to adapt to the town's diverse architecture and deliver consistent, high-impact visuals across all types of surfaces.

One of the most prominent projection sites was The Della, a newly completed four-story mixed-use building that anchors the Alys Beach Town Center. With upper-level porches, deep arcades, and a dramatic view of the Gulf, The Della's complex façade demanded high-lumen performance and pinpoint clarity. Panasonic's 30,000-lumen projectors lit the building with precision, allowing artists to fine-tune every nuance of their work. "They really helped brighten and sharpen the details," said Miller. "You really felt like you were immersed in the piece."

Another standout location was Caliza Courts, a row of refined, Bermudian-style residences that frame the entrance to one of Alys Beach's signature public spaces. Projectionists outfitted the façade with Panasonic 21,000-lumen models, illuminating the building's subtle design language while enhancing interactive elements tied to audience movement.

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— Geoffrey Platt, artist and technology consultant

For artist and technology consultant Geoffrey Platt, Panasonic's commitment to creative collaboration was just as valuable as the hardware itself. "Panasonic plays a huge role in this festival," Platt said. "What's great is having a team that actually listens to feedback and takes input directly from the artists who are using the technology."

Colette agreed, noting that the flexibility of Panasonic's system architecture was instrumental in scaling the festival. "We've developed a robust, repeatable system of projectors, lenses, and display systems. The bodies are largely interchangeable, and that allows us to handle very unique spaces using the right combination of tools."



THE RESULTS

Over the course of two nights, Alys Beach became a fully immersive gallery experience, with projection-mapped art drawing visitors along a curated mile-long path. Attendees explored installations ranging from abstract motion pieces to audience-triggered animations—all rendered with clarity, color, and depth.

Panasonic's projection technology played a central role in shaping the festival's immersive quality. "The audience is part of the experience now," said Marieanne Khoury-Vogt, Alys Beach's Town Architect. "There are installations that people control with their presence and the quality of the projectors and lenses enhances that magic."

Beyond the artistry, the technical execution was flawless. Nearly 100 projectors were delivered, staged, and installed in partnership with AV rental company RENTEX, enabling a seamless rollout across rooftops, balconies, and plazas. From legacy buildings to modern additions like The Della, Panasonic's equipment proved versatile, efficient, and visually stunning.

"We're proud to say this event is truly powered by Panasonic," said Brian Duffy, Strategic Account Manager at Panasonic. "Every single projector used throughout the town was Panasonic, ranging from 7,000 lumens to 30,000 lumens. It's what allowed this town to become a digital masterpiece."

CONCLUSION

What began as a small, experimental gathering of artists and architects has grown into a world-class digital art festival—and Panasonic has become an integral part of its continued evolution. Through precise engineering, deep collaboration, and a shared belief in the transformative power of light, the 2025 Digital Graffiti Festival redefined what projection mapping can achieve in a public space.

Beyond technical execution, the event fostered a deeper connection between people and places, inviting artists, residents, and visitors to see Alys Beach in a completely new way. As the festival continues to attract global talent and push creative boundaries, Panasonic's technology and support remain vital to its success.

"What we're doing with technology is creating a new relationship with architecture, with the site, and with the event itself," said Colette. "Panasonic has been instrumental in the show's success, giving us the flexibility to bring these ideas to life."

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