



Porsche presents "Tag der Träume" 2022,
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- visualisation of the personal wishes of passers-by on two large LED cubes in downtown Stuttgart
- 3 x 3 meter LED cubes
- conception of the content and real-time rendering using Unreal Engine
- playback via 8 media servers
- individualised representation of all wishes
- special construction for optical weightlessness of the cubes
- recording and download functions for all passers-by



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- **Client:** Porsche Deutschland GmbH
- **Branches:** Düsseldorf, Digital Media
- **Project Managers:** Adriano Messina, Lennart Beimesche
- **Location:** Dorotheen Quartier und Pariser Platz, Stuttgart
- **Project Period:** 24th + 25th September 2022
- **Services:** Video, Rigging, Digital Media
- **Special Features:**
 - Real-time visualisation of the dreams
- **Further Information Online**

