

**PROFILE**

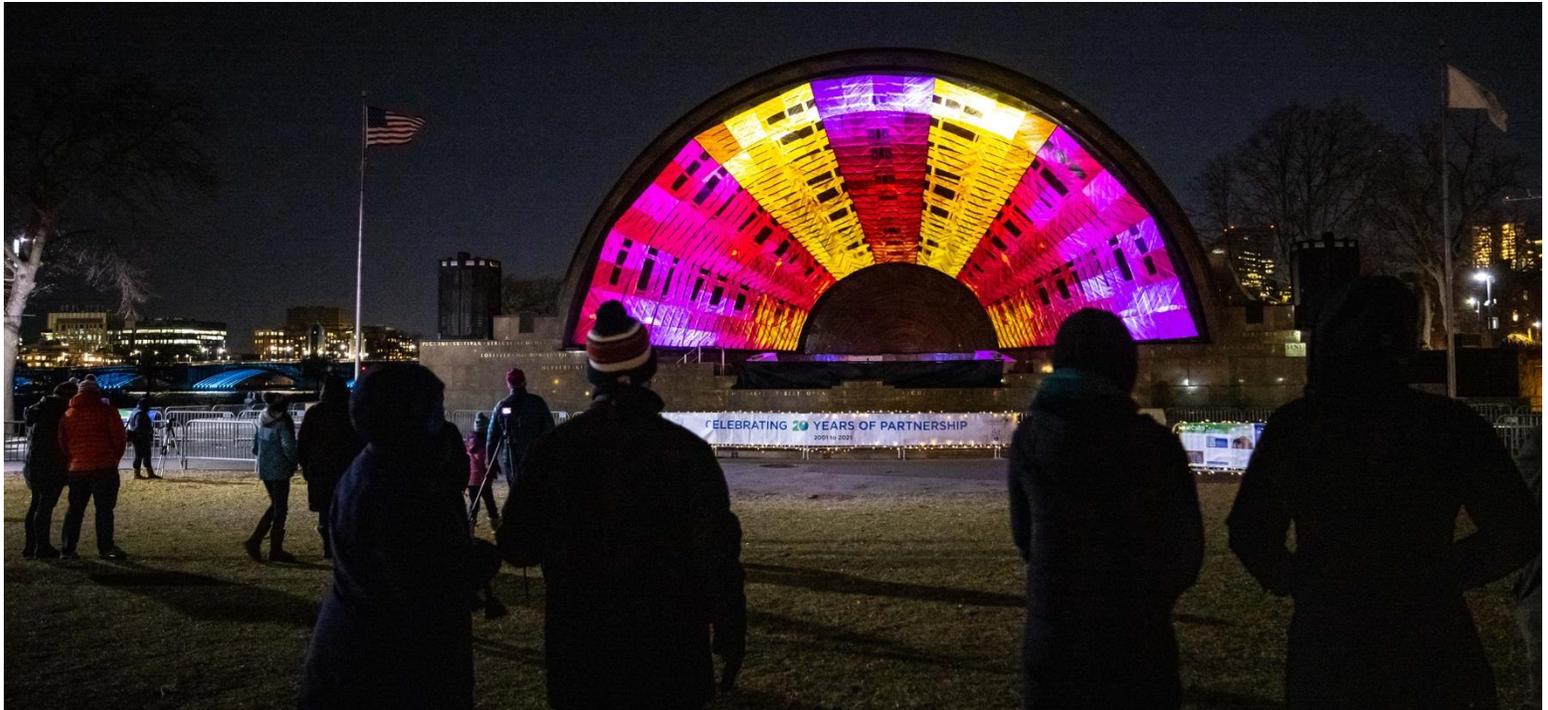
**NAME:** Charles River Esplanade  
**LOCATION:** Boston, MA  
**FOUNDED:** 1941  
**WEBSITE:** <https://esplanade.org/>

**CHALLENGE**

Find a way to bring joy to Boston residents outdoors during the cold of winter at the famed Hatch Memorial Shell.

**SOLUTION**

An original visual and sound performance mapped onto the Hatch Shell using three 15,000-lumen<sup>1</sup> Epson Pro L1755UNL laser projectors with ELPLU04 short-throw lenses.



**A New Type of Expression**

**Projection Mapping at the Famed Hatch Memorial Shell in Boston**

Bringing vibrant color and form to the inner surface of the Hatch Memorial Shell in Boston, [Hatched: Breaking through the Silence](#) offered a rare opportunity to experience joy through projection mapping for four weeks of the cold New England winter.

“In the first months of 2021 amid COVID, the Esplanade was as essential as ever before to the physical health and mental well-being of our visitors,” said Michael Nichols, Executive Director [through 2022] of the non-profit [Esplanade Association](#).

“*Hatched* provided a safe, open-air destination for people and their families to experience art while enjoying the tranquil beauty of the Esplanade in winter,” he added.

“This spectacular illumination experience was the perfect way to mark the Esplanade Association’s first 20 years of lighting the way forward for Boston’s riverfront park,” Nichols concluded

**An Outdoor Community Experience**

Led by Boston-based composer and artistic director Maria Finkelmeier of [MF Dynamics](#) and made possible by collaborations with [LuminArtz](#) and projector sponsor [Epson](#), *Hatched* delivered an original 15-minute visual and sound performance shaped specifically for the 80-year-old amphitheater.

***“My team and I are elated to create a new type of expression that brings original music, visuals and new technology to the iconic structure, encouraging viewers to form a new memory of the space.”***

- MARIA FINKELMEIER, ARTISTIC DIRECTOR, MF DYNAMICS



Featuring a team of predominantly female-identifying artists and directors, it brought an opportunity for underrepresented communities to “break through” and share their skills, vision and voice.

The projection-mapped visuals for *Hatched* celebrated the many sounds that Hatch Shell performers have expressed over the facility’s impressive musical history. Finkelmeier and her team featured geometric shapes of musical instruments as kaleidoscope pieces, human hands magically tapping, scratching and creating beats on the surface itself, and colorful animations accentuating the Shell’s Art Deco form – all set to new music composed by Finkelmeier and recorded by local musicians.

“Creating *Hatched* for one of my favorite pieces of architecture in the city has been a huge honor,” said Finkelmeier. “When I think of the Hatch Shell, I envision gorgeous music, community and a love for my city. Memories of concerts, walks and bike rides along the Esplanade come to mind.”

**“In a challenging time for live events, *Hatched* provided the Boston community with something many have been craving – a safe, fun experience at the city’s treasured Hatch Shell.”**

- RAMZI SHAKRA, SENIOR PRODUCT MANAGER,  
LARGE VENUE PROJECTORS, EPSON

<sup>1</sup>Color brightness (color light output) and white brightness (white light output) will vary depending on usage conditions. Color light output measured in accordance with IDMS 15.4; white light output measured in accordance with ISO 21118.

*Hatch Shell photos by Aram-Boghosian courtesy of MF Dynamics*

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“With *Hatched*,” she added, “my team and I are elated to create a new type of expression that brings original music, visuals and new technology to the iconic structure, encouraging viewers to form a new memory of the space— a memory that will carry us into the New Year and beyond, celebrating creativity, resilience and joy.”

## Bringing Projection Outdoors

To weather the winter days, custom-built housing was designed for the three 15,000-lumen<sup>1</sup> Epson Pro L1755UNL laser projectors and ELPLU04 short-throw lenses, ensuring the show would go on rain or shine.

When visiting the *Hatched* installation, visitors were able to tune in to the original synchronized soundtrack on their personal devices while watching the illuminations in the open-air landscape of the historic Hatch Shell Oval Lawn.

“Multimedia artists and their ability to push the power of projection beyond limits continues to amaze me,” said Ramzi Shakra, Epson Senior Product Manager, Large Venue Projectors. “In a challenging time for live events, *Hatched* provided the Boston community with something many have been craving – a safe, fun experience at the city’s treasured Hatch Shell.”

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