

# How to Use Projection Mapping to Transform Your Church into a Multimedia Powerhouse



Projection mapping isn't just for big-budget sports events anymore. A growing number of churches around the world are using multimedia projectors to transform their sanctuaries and multipurpose rooms into immersive experiences for the senses, bringing home their spiritual messages with unforgettable symphonies of light and sound.

In 2012, Spanish artists projection-mapped [beautiful visuals](#) onto the exterior of Barcelona's famous Sagrada Familia cathedral. A few years later, Norwegian animators turned the interior of the small Svelvik Church into a mesmerizing [digital canvas](#). The creative team at Elevation Church in North Carolina uses a single projector to create inspiring [multimedia sermons](#). And the latest generation of digital projectors and presentation software enables these houses of worship to achieve their visions on a reasonable budget.

## Projection Mapping Basics

Projection mapping uses standard projectors to display images, animation, or videos onto any surface, including buildings, bridges and interior spaces. The really ground-breaking aspect of projection mapping is that it can transform any three-dimensional surface into an interactive canvas. Intuitive software tools designed specifically for projection mapping have made it easier to create engaging projection mapping displays.

## Project Mapping Possibilities

Places of worship can use projectors in a variety of ways to unlock the multimedia potential of their presentation spaces.

## Create exciting worship services

You might be surprised to learn that you no longer need a digital screen to wow your worshippers with sweeping projected images. Quite a few churches are moving beyond the traditional square screen or flat white surfaces, using digital projectors to display elaborate animated imagery across the unique architectural shapes of their main worship areas, scaling up their visuals to cover the ceiling and stage as well. A skilled AV service company can create all the necessary imagery in digital animation software by using a scale model of your sanctuary as a template.

Once they've created animations mapped to that scale model, a single projector may be all you need to fill your space. Even if your trusted AV partner decides it's necessary to link up more than one projector to cover your sanctuary, the latest technological advances means that projection mapping is now within the reach of many budgets – and you'll be all set to bring spirituality to life in ways your congregation has never seen before.

## Turn events into adventures

Everyone knows how much kids love bright, colorful visuals. Since they love picture books of religious stories and animated videos, imagine how much more excited they'll be when you use your main sanctuary to unveil immersive events, with the help of a multimedia projector. You won't need much in the way of props or costumes when the walls and ceiling come to life as the ocean around Noah's Ark or the flower-filled Garden of Eden. You may even be able to take animated videos your young worshippers already know and love and fill the entire room with those visuals, creating a truly immersive experience that your little voyagers won't soon forget.

Projection mapping is also a powerful tool for all kinds of other events, too. After all, religious services are just one of the ways in which your church gives back to your community. Your congregation also looks forward to hosting weddings and other special events within your walls – from summer educational programs for kids and community gatherings for seniors to worship concerts for teens and religious holiday parties for young married couples and singles.

Next time you're hosting a special occasion, why not make it extra-special with the help of multimedia presentation technology? With digital tools at your fingertips, even a small sanctuary can be transformed into an awe-inspiring cathedral, an ornate garden, or any other environment that your guests can imagine.

## A Technology within Your Reach

Once you've made the initial investment in retrofitting your existing presentation spaces for multimedia projection, the costs of creating new presentations are typically affordable for many congregations. Your trusted AV partner can create exciting presentations in several days – and that time will get even shorter as your partner learns the ins-and-outs of working within your sanctuary space. And now that technical innovations are bringing the costs of multimedia projection within your church's reach, you can easily reap the rewards of hugely expanded spiritual outreach and a fascinated, excited congregation of worshippers, week after week.

### **About the author:**

*Rich McPherson, senior product manager at NEC Display Solutions, has more than 25 years experience in the projection industry. He oversees product roadmaps for projectors, along with sales and marketing.*