

THE WITCH'S BALL

PORTAL PROJECTIONS CREATIVE DIRECTION

The Concept

A projection-mapped portal at the entrance to *The Witch's Ball*, built around a single visual principle: **Rorschach**.

Guests walk through a long, draped corridor in the rug room. Projected onto the fabric are abstract, shifting forms – ambiguous shapes that don't resolve into one fixed picture. Each guest sees something different in them, shaped by their own perception, mood, and what they bring to the space. The imagery plays on that ambiguity on purpose: it stays just open enough that every viewer completes it differently, while the underlying themes are steered intentionally so the experience lands where we want it to.

The effect of this is that **no two guests have the same night**. Two people standing side by side look at the same projected form and take away different images - and both feel the space responded to *them*.

Thematic Anchors

In the example piece we shared, the **moth** is the recurring visual anchor: an image that keeps returning, reappearing in new guises, giving the abstraction a thread to hold onto. For this installation we'd evoke **many other images** the same way; a small set of motifs that recur, transform, and resurface throughout the passage, each carrying a specific theme. The full set of anchors and all of the imagery will be developed specifically for this show. Nothing stock, nothing borrowed. Every form, motif, and transition is designed for this space and this audience.

The Proposal

We have divided our proposal into three tiers, all based on the same concept and extending the same technical approach. Consistent across all three will be:

- Draperies hung in the rug room create the entry portal
- Two projectors map the **custom Rorschach imagery onto each hung curtain**, conforming the forms to the actual shape of the fabric across all three zones.

Tier 1 — The Rorschach Portal

The abstract shapes drift and shift slowly on their own. Self-running and unattended, no operator is needed during the event. A solid, low-risk way to get a real projection-mapped portal on stage, with all the imagery made specifically for the show.

Tier 2 — The Living Portal

The projections become **alive and responsive**. Motion and body tracking trigger effects as guests pass: the abstract forms **smear** in their wake, held shapes **dissolve and reform** as a group moves through, and the imagery shifts in response to who is present. Zones intensify based on how many people are there: a lone guest gets an intimate shimmer, a crowd triggers a full bloom. One artist is on site for the evening, tuning the experience live.

Tier 3 — The Immersive Threshold

A final, fully interactive scene at the end of the portal. A third projector and a dedicated generative system produce **real-time imagery performed live in the space** . The Rorschach forms are generated and steered in the moment, projected onto the guests themselves and the draped fabric behind them.

In combination with the guest's interaction with the sensor, an artist **performs** the generation live: reading their movement, their costume, their energy; and prompting and guiding the imagery in direct response. It isn't a fixed input-to-output machine; the artist reads the room and shapes what appears, so no two experiences are the same and the whole scene feels genuinely alive and personal. Optionally, guests can receive a **photo/video of their moment, emailed on the spot via a QR code**, a built-in memory that extends the night and drives organic sharing.

Pricing at a Glance

Tier	Experience	Price
1	Rorschach Portal: custom mapped visuals, self-running	\$6,000
2	Living Portal: + motion-triggered interaction, 1 artist on site	\$10,000
3	Immersive Threshold: + live generative final scene, performed by an artist, 2 artists on site	\$16,000 – \$19,000

Each price covers hardware, installation (hanging fabrics, mounting projectors), projection-map calibration, content development, and artist time. Details below.

What each price includes

Tier 1 (\$6,000)

- Hardware: cables, switch, power, mounting hardware, basic sensors
- Installation: hanging drapery from scaffolding, mounting projectors, rigging
- Calibration: mapping visuals to each curtain panel, blending the overlap zone, color match on the actual fabric
- Content & development: **all-custom Rorschach imagery** (recurring motifs including the moth), pre-rendered compositions per zone, control patch, safe-mode fallback
- Artist: off-site design, content creation, and preparation (no on-site event staffing)

Tier 2 (\$10,000)

- Everything in Tier 1, plus:
- Additional sensors (and optional local audio) for motion/body tracking
- Interactive effect development: smear, dissolve, zone-density response, progressive journey logic
- **One artist on site** for the full event, monitoring and adjusting in real time, plus a rehearsal/tuning session before doors

Tier 3 (\$16,000 – \$19,000)

- Everything in Tier 2, plus:
- Third projector + dedicated computer running the real-time generative imagery
- Final-scene composition: projection onto guests and rear drapery
- Real-time generative pipeline with live prompt/parameter control
- **Two artists on site** — one performing the generative scene live (reading and responding to each guest), one running the system — plus rehearsal
- Optional: QR-code photo/video capture + on-the-spot email delivery for guests (included at the top of the range)

The Tier 3 range reflects the optional QR take-away feature and the exact scope of the live generative performance.

Good to know

- **Single-night event.** We load in the day before, run the show, and load out the day after. Everything is tested end-to-end before doors, with fallbacks built in so a failure degrades gracefully rather than going blank.
- **Add-ons available at any tier:** camera-based silhouette personalization, a designed local soundscape, expanded drapery, or additional mapped zones elsewhere in the ball.

What we need from you

1. **Schedule:** Confirm the date and exact load-in/load-out windows.
2. **Guest volume:** Total guests for the night, peak throughput through the portal, and typical group sizes.
3. **Power & connectivity:** Reliable power in the rug room? Circuits/amps available?
4. **Venue tech:** Any existing cameras/sensors/control systems? An AV team we'd coordinate with?
5. **Content direction:** Which themes should the recurring motifs carry? Any motifs to avoid? Reference images or mood boards for this year's aesthetic?
6. **Audio:** Route a feed from the main space, or use a local soundscape in the portal room?
7. **QR take-away (Tier 3):** Confirm interest in the on-the-spot photo/video email feature.

Thank You & Happy Witching!