

Multimedia design, Architecture, Installation, Public Art, Transportation, Travel

## Gentilhomme Studio unveils a series of immersive and interactive digital art installations for Orlando International Airport's new Terminal C

*Orlando International Airport (MCO) takes a real-time, interactive and immersive storytelling approach to digital public installation in its new terminal, exploring the knowns and unknowns of greater Central Florida. Designed by Gentilhomme Studio, the experience reconsiders the passenger's relationship to the airport by offering unexpected moments of magic that bring back the joy and wonder of air travel.*

### Montréal, Canada

For the digital art installations at Terminal C, which opened in fall 2022, Montreal-based creative studio Gentilhomme went to great lengths to create hours of original content, using advanced **CGI, machine learning, live action and immersive underwater filmmaking** along with **3D motion tracking technology** that renders imagery in real time on massive screens. Under the mantra **the knowns and the unknowns of Central Florida**, the installations feature a multitude of original content spanning from underwater manatees swimming in the Crystal River to SpaceX rocket launches, while also exploring lesser-known beauty like the vast ranchlands and the downtown Orlando skyline.

As a result, an expected **60 million passengers** passing through Terminal C annually will be able to discover **over 70 video vignettes** that are curated and scheduled based on the passenger journey, in consideration of dwelling time, time of day and season.

This content is integrated into several large-scale media features:

- The Moment Vault: Located at the center of the Palm Court, the primary public gathering space for all departing guests, the Moment Vault serves as an iconic

centerpoint. The installation is designed as an organic structure composed of 3 morphing garden-like exterior walls. These nature walls house a whimsical interior where guests are immersed in a **360° interactive world** featuring scenes from Mars, swims with manatees, fireflies and fish. The content covers **2979 square feet LED panels** on both sides of three curved walls. Up to **30 full body users' movements** are tracked in 3D in real-time and transformed into interactive silhouettes on screen to engage into a collaborative participative immersive experience. Using the magic of technology, the nature-based photorealistic content brings tranquility and peace to a typically stressful environment, transforming the airport into an oasis, while seamlessly blending into the architecture.

- **Windows on Orlando:** Designed as an expansive panoramic reveal, the core identity is expressed as an architectural element which blends seamlessly into the airport's architecture. A triptych of **32-foot-high screens** spanning **114 feet** give the illusion of three windows that open up onto mesmerizing scenes celebrating Orlando. Gentilhomme's in-house cinematographers, along with a local production team, shot with **12K resolution cameras** at more than **20 different locations** within a 50-kilometer radius of the airport.
- **Portal:** The installation, which is scheduled to launch in the arrival and departure area in 2023, will take the form of a helical structure whose exterior and interior are covered with a multitude of screens that unfold **360 degrees** across **four floors** in **32 high resolution screens**.

The Experiential Media Environment (EME) project was a collaborative effort among the Greater Orlando Aviation Authority, Gentilhomme Studio, Sardi Design, Burns Engineering, MRA International Group, Hahn International, SACO, Smart Monkeys, Electrosonic and many more.

**– Quote –**

*"We approached the content creation with the architect's vision in mind. To me, media features are not screens, they are part of the architecture and should be thought as sculptural. Each installation has its own intent and modality. In a way, our role was to help each feature find its voice to define the identity of the landmark, the airport itself. Our approach is highly technological but magic is always at the heart of it. Our goal is to always make the tech invisible to leave audiences in complete awe."*

– Thibaut Duverneix



Founder and CEO of Gentilhomme, Creative Director of the multimedia experience mandate for Orlando International Airport's Terminal C

**- About Gentilhomme -**

Gentilhomme is a multimedia studio specializing in immersive environments designed to enchant and engage. The studio conceives, directs and produces interactive installations and live shows for destinations and the entertainment industry, such as singer Charlotte Cardin's Phoenix tour (2022) and singer Tierra Whack's Whack World film-album (2019), but also for the transportation industry with creative mandates for Orlando International Airport (2022) and Nashville International Airport (2023), and for the well being and attractiveness of cities with the public space activation POP! presented at the Quartier des spectacles in Montreal (2019), which is now being toured internationally. The studio was founded by director and multidisciplinary artist Thibaut Duverneix in 2014.

Website: <https://gentilhomme.com>

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