





WHO: General Graphics Exhibits for Pixar

WHAT: Siggraph Exhibit

HOW: Each year at Siggraph, Pixar's exhibit features its latest hit film to promote its RenderMan technology. 2009's "Up" gave GGE designers the chance to showcase the power of custom rental solutions. Using graphics supplied by Pixar, the house that is a main element in the movie was reproduced on the show floor. The audience sat on 1950's-style lawn chairs to watch videos in the yard made of artificial turf. Inside the house was a conference room, storage, and room for A/V switching. Key scenic elements from the movie—the white picket fence, the hose, and Carl and Ellie's mailbox—were included in the booth, while a barbecue with smoke graphics served as a demo station. Going up to 16 feet tall, a full graphic inkjet wrap on a metal frame defined the lower portion of the house while the tension fabric that made the roof structure was printed via dye-sublimation. The roof included realistic details such as a dormer and chimney and wood fascia wrap. To address the problem of using actual balloons (which would probably deflate before the show opened), the bottom of Pixar's traditional circular hanging sign was fitted with a graphic showing balloons that was backlit with theatrical lighting to make them glow.

