



## PROJECTS ►

# GENERATIVE ART

## INTERACTIVE INSTALLATION

### Centre Dentaire Griffin

Montreal, Quebec, 2020

The Griffin Dental Centre is a modern dental practice located in the heart of Montreal's Griffintown, on Notre-Dame West Street. The client called on the experts at XYZ to create generative and interactive content that would appeal to the young urban professionals who live in the surrounding area, one of the city's trendiest neighbourhoods.

The clinic wanted to reflect the vitality of the area in its décor. This was achieved by developing leading-edge interactive content displayed on a series of five LED screens.

But the system is much more than pleasing to the eye: the video content it shows is always changing and has been specially developed for the client based on the dental centre's needs.

#### Description

The XYZ team was involved in developing the content from start to finish to make sure it fit in with the surroundings and enjoyed the appropriate level of visibility, even on the sunniest days. During the day, the screens and understated effects blend seamlessly in with the rest of the décor in an almost mirror-like fashion, thereby enhancing the elegance and sophistication of the premises. At night, they make the clinic even more visible from the street, attracting the attention of passers-by and maximizing the visual impact.

The content is programmed in advance to change daily, so that no two days in the entire year are the same. The client has almost nothing to do on their end, making the entire experience convenient and hassle-free.

A sensor strategically located at the entrance also makes it possible to detect people's comings and goings and use this information to change the content shown on these systems in real time.

Drawing on XYZ's expertise, this interactive system has helped further strengthen Griffin Dental Centre's reputation as a forward-looking provider of state-of-the-art oral health care.

Expertise

Video  
Interactivity  
Stage design

Mandate

Generative content creation  
Equipment supply  
Installation  
Interactive programming

Design

XYZ Technologies