

Cupid comes to life and gets out of Rubens' painting



In the heart of Brussels Airport, travelers can discover a new way of enjoying art. In a waiting room decorated with paintings by Rubens, a Cupid from the painting The Feast of Venus (1636) decided to have a good time randoming in the room. Thanks to a projection system, the flying god comes out of his picture for a little show. The very nice projection was spotted by several travelers who shared the images and clips on social networks.

The Belgian company SkullMapping is not new to such projects: in 2015 the company had a sensation with its projection called Petit Chef in a restaurant. This "Little Chef" presented the story of a busy little chef, projected onto the plates of the restaurant and working to "cook" the dishes of the customers directly before their eyes. Skullmapping, run by Antoon Verbeeck and Filip Sterckx, provided proof that small-scale mapping projections for a small group of people could be just as impressive. "Originally, we created The Little Chef for an event or two, to show the potential of mini-mapping," reveals Antoon Verbeek. "When we saw the number of restaurants and hotels that started calling after the first video, we realized that this concept could really mark the entrance of video mapping into the hospitality industry."

The Cupid mini-mapping was commissioned by VisitFlanders, the official tourist agency promoting the region: the goal is to exploit the passing spaces of travelers - just like the airports - to spread the knowledge of Flanders' art in a capillary way. The anonymous spaces of the terminal will be each time filled with original works of art or their representations. The Cupid of Rubens 'will fly' until April 2019, when it will be replaced by new artworks inspired by Brueghel.

More:

<http://www.skullmapping.com/>

<http://www.visitflanders.com/>