

Legendary Toledo

Toledo, Spain



ACCIONA Producciones y Diseño (APD) carried out the multimedia show “Toledo, World Heritage Site: Legendary Toledo”, which was projected on north façade of the city’s Alcázar fortress on 12, 13 and 14 September 2019, with several screenings scheduled each evening.

The façade of the Alcázar was transformed into a huge, three-dimensional set projected onto its ashlar masonry, thanks to the latest projection technology. The large-scale 3D effects projections, based on the mapping technique, were combined with lighting effects with laser, voice-over narration and a soundtrack that was composed specially for the show to highlight the peaks in the narrative.

The story of the show is narrated by the Lady of Legends who— as an enigmatic host—tells the famous legends and visually guide viewers around the streets of Toledo to each of the scenes in which these beautiful stories took place.

The show, committed to the company’s principles, placed special emphasis on accessibility and sustainability. There were especially reserved areas for persons with disabilities and the sight- and hearing-impaired. Moreover, event was carbon-neutral; in other words, the related CO² emissions has been calculated and offset through a clean energy project, so that the final balance of emissions were zero.

Date:
2019

Client:
Toledo City Hall

Services:
Design, production and technical operation

Attendants:
40,000

