

Spectral Imagery

Leonardo daVinci
for
International Business Machines
Raleigh, NC



The 10-inch high image of Leonardo DaVinci is projected onto a miniature stage set of a museum gallery. Searching for his most famous portrait, he has come to rescue Mona Lisa and take her to a “new studio of higher opportunity” – a career with IBM. Mona comes alive as Leonardo uses his paintbrush (a commandeered custodian’s mop) to display images about the company on an adjacent wall painting.

This is the second of two Spectral Imagery shows produced for IBM. Two tabletop displays were developed for use by IBM recruiters at over 200 career fairs a year hosted by US colleges and universities.



The client was pleased: “I’ve used (Holophile) as the benchmark for how a vendor should work with us.... always straight forward, high quality, on budget and on time.”