

Projection Mapping For Film



A Conversation With Kira Bursky

With Tim Bennett

Of ArgonTV

Projection Mapping

For Film

The following is a transcript of an interview between Tim Bennett ([ArgonTV](#)) and Kira Bursky ([All Around Artsy](#))

The real beauty of Kira's Projection Mapping can be seen in this incredible video:



Watch the video above to find out...

If you prefer to read, scroll down to get the (slightly edited) transcript of the video.

Tools Featured In This Video...

- 1 - ArgonTV: [here](#)
- 2 - Kira's website: www.allaroundartsy.com
- 3 - Kira's YouTube Channel: <https://www.youtube.com/c/KiraBurskyFilms>
- 4 - Kira's email: kira (at) allaroundartsy.com

Projection Mapping For Film

Tim Bennett: Projection Mapping For Film is our subject tonight.

I thought what we would do at ArgonTV today, is to move away from our normal theme of laser based material, because my guest tonight is a lady who is very talented and I was super impressed with what I saw and I thought I just have to share this with the community, because it's too beautiful not to share it.

So I'm very happy to welcome...

I hear she's a singer, she's a songwriter, and she's the owner and director of a company called [All Around Artsy](#), please welcome to ArgonTV...

It gives me great pleasure [Kira Bursky](#)... Welcome to ArgonTV.

Kira Bursky: Hello!

Tim Bennett: Hi how are you? And it's really great to have you here, because we're part of the same [group in Facebook](#) and I was scrolling through it, it's a group about projection mapping, I was scrolling through it and I came across a little piece that you'd posted and

I was just really intrigued by it.

It was three animated heads talking together or just moving around together and it just caught my eye and even though it was a very short clip, I felt like these three characters had a story behind them.

So that was initially how I came across you and as I started to research through your own profile, I was just really impressed with some of the work you were

doing.

So here we are talking about you and your talent.

Maybe you could just share with us you know, a little bit about who you are without, you know we don't need to go back to the day you were born but who you are, your company All Around Artsy, maybe just tell us a little bit about that as well!

Kira Bursky: Yeah! Well hello [I am Kira](#). I am based in Asheville, North Carolina which is in the United States.

I own and run a media production company called All Around Artsy and we specialize in creative video production.

So we do a lot of short films, a lot of music videos, sometimes documentary work, but basically everything my company creates has some sort of magical fantasy essence to it, so even if it's reality, I love to capture the magic of the reality.

Yeah... So that's a bit about my company.

This past year I took part in an artist residency and I created my first art installation.

It was projection based and so this past year is really when I became projector obsessed and now I'm the proud owner of nine projectors and I love them.

Tim Bennett: And how old is the company?

Kira Bursky: All Around Artsy... So at this point I am 24 and I started going by

that in that company name when I was 13.

So I've been growing it for a lot of my life, but I got serious, I would say four or five years ago yeah!

Tim Bennett: That's so cool. I wish that I had started my particular business when I was 13.

I was doing something very different when I was 12.

I was delivering newspapers and things like that and I didn't actually get in... I mean I'm very entrepreneurial mindset, but I didn't get into show production at all until about 1989.

Which I was about 28 when I found my home in shows.

So it's great that you had that start early on.

And then there was a piece... what kind of clients do you have?

Is the work that you do for you or is it for clients?

Kira Bursky: It's a mix. My clients... I have so many different types of clients.

I love that!

One of my passions is just learning about lots of different perspectives in different worlds.

I love everything!

So I love working different kinds of clients.

I mean this past year I had one week where I was working with realtor's at a real estate conference, I was working with a shamanic energy healer, I was working with a musician and so I was working with all of these different, very different types of people and doing video production work for all of them, which is really fulfilling for my soul.

You just have to keep on changing your world view within days and getting into their perspective.

Yeah!

Tim Bennett: Yeah... very cool and there was one piece of work that I saw of yours today, which I thought was really like **WOW** and that was the "*Lessons From My Nightmares.*"



[Click Image To Watch On YouTube](#)

Kira Bursky: Oh thank you!

Tim Bennett: Yeah that was super cool.

That looks like it took a bit of time to put together...

Kira Bursky: Yeah, so that one... let's see... so there is this awesome company called Runway and they are a company that has created a soft... a machine learning software, that has made the machine learning process more accessible to people, to creatives and so I applied for their virtual residency and I got I was accepted and so that was my final project.

So I, in the course of about a month, I learned about machine learning and how to create unique visuals with machine learning and so the whole entire film was generated through machine learning and different machine learning models so you head up... That was a really an interesting project.

Tim Bennett: I actually have no idea what you are talking about.

Kira Bursky: Do you know what machine learning is?

Tim Bennett: I have no idea!

Kira Bursky: My version of it is going to be a lot less technical than other people will explain it, but the dumbed down version is basically, you can train... it's almost like training a robot, you know, you're training the machine to understand something soulful.

There's a visual in the film with my face morphing and just like changing different versions of myself.

To create that, I gathered 150 pictures of myself and I trained the machine to recognize patterns in my face and so then it was able to generate an animation and generate its own versions of me and so by the end of it, I have all of these

pictures of me that are not actually pictures of me, that the machine created.

So machine learning... the machine is gathering information from your data set and then it's able to recreate its own versions of reality.

So your training it to understand and that's pretty crazy.

Tim Bennett: That's super cool! It sounds a little bit like artificial intelligence gone wrong!

I'm kind of old school, you know I'm 56 right now, so I go back a long way with technology.

This new kind of technologies is truly amazing and I think, you know, we could probably do another interview just about that in itself but that's super cool!

I've never heard of it!

The final result is absolutely stunning and hopefully, I can put a link of that in the video, so that people can see it.

I'll get that from you later.

But I was really impressed with it and you know that was another one of the pieces of work and then I also saw that you've got a video it got 5 million hits or something on YouTube!

Kira Bursky: Oh yeah...

So I have a few films that passed the million mark.

One of my films it passed 10 million.

Than the one... okay so this is sad...

YouTube decided to take down my five million viewed film and it's been on YouTube for like five years and they updated their policies and so then just this past week I got a notification saying that they've decided that it doesn't, you know, fit their guidelines and that was...

I had to... it was a grieving process you know it's pretty sad!

Like my five million views... but I still have the one as ten million views... so it's okay!

Tim Bennett: At the moment!

Kira Bursky : Yes at The moment!

Tim Bennett: YouTube is going through some real challenges for lots of different people right now and, you know, unfortunately you're not the only one that's happening to.

I actually use another platform as well, just in case, for all my videos.

I share on other platforms as well, but ouch 5 million, that's an '*Ouch me*' there...

Kira Bursky: Yeah!

Tim Bennett: Well this it's great to hear that you're having all this success... obviously not with YouTube, but a fantastic success for someone who's 24

years old.

That's amazing!

So we're gonna be talking a bit more about projection mapping specifically for film and you're using a platform called.. is it light wave?

Kira Bursky: Lightform... Yes!

Tim Bennett: And in a moment I think you're gonna take us on a little bit of a journey and a tutorial with that.

So you can see what you are doing.

So we'll just take a quick break and we'll be back in a moment. I'm talking to Kira Bursky about projection mapping for film.

We'll be back in 2 Minutes...

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Tim Bennett: Welcome back to ArgonTV.

I am having a great conversation here with Kira and we are talking specifically about projection mapping for film and in a moment Kira's actually gonna take us through some of her work and how she achieves it all.

But before we do that, I thought I'd just ask for those people who don't know what it is...

What is projection mapping?

Kira Bursky: So with a normal projection setup, you know, you would have your projector and it would just project like a rectangular image onto a flat wall.

That's like the normal idea of projection.

With projection mapping, you are fine-tuning the visuals, so that it interacts with your 3D reality.

So a more specific example, let's say you were in a room with a car, so then you could set up the projector and have the visuals so that they specifically interact with the car.

So that there are certain colors that are only on the wheels, that are only on the windows...

So you're basically... it's with my setup it's kind of like Photoshop, but for light in your reality.

So that's my explanation of projection mapping.

Tim Bennett: And then you said you have six projectors and can you literally map all six projectors together so there is like one big image?

Kira Bursky: Yeah... so I actually have nine projectors and so with my Lightform setup that's one particular setup.

The rest of them... so this past year, I created a projection installation and so for the main show I had five projectors all synced together.

So hypothetically I can sync them all.

And the most I've synced up for one show is five at a time.

Tim Bennett: So the projection mapping software that you're using is Lightform?

Kira Bursky: Yes!

Tim Bennett: And Lightform is... it kind of assigns the images to the specific projectors and the specific places?

Kira Bursky: So Lightform in this case, I would be using for one projector... so for my installation, I did that before I had Lightform.

So I did projection mapping, I, you know, created my visuals in After Effects and assembled everything in Adobe Premiere and had to do everything manually.

Whereas, with Lightform, I have my setup on one particular projector.

I got my Lightform set up, I think about half a year ago.

Tim Bennett: And what kind of projectors do you use?

Kira Bursky: The majority of my projectors are Optima.

When I created my installation I wanted to stick with a brand, so I have a lot of Optima, but then I also have...

I have Optima and then my Lightform setup is on an Epson projector and then I have this tiny projector called a '[Miroir](#).' I think it's how you say it, which I purchased that at Best Buy for a short film, many years ago and the plan was to return it, but then I fell in love with it, cause it's like this big and it's so cute!

Yeah, so I have a mix!

Tim Bennett: That's cool and is this something that you know anyone can just go and get the projectors or is it a professional level setup?

Kira Bursky: I mean, I have a lot of projectors.

I don't think anyone would want to drop that much money on all the projectors I have, plus I have a lot of random pieces of tech to be able to sync everything up.

Like I have these media players that I would hook up and I had to figure out... anyways I would say it's a little more on the professional end.

I don't think you would want to have to figure it all out on your own.

Tim Bennett: I was gonna say 9 projector sounds pretty expensive.

Great and that's cool.

So why don't you take us on a little journey through your computer and show us some of the things that you're doing.

Kira Bursky: Yeah so I think a good way to start is showing a promo video for the installation I created, because they'll just give you an idea of my beginnings in the world of projection.

So I'm gonna play that...



[Click On Image To Watch On YouTube](#)

Tim Bennett: It looks like you have a lot going on there.

There are projections... multiple projections around the room and I also saw projections on the TV screens as well.

Is that all coming from you?

Kira Bursky: Yes

So for the installation I had a main 30-minute show that was synced up to the five projectors and the five projectors, two of them were on the ceiling and then three of the walls were covered in the show and so while that was happening there...

...this was in my apartment at the time, so the two bedrooms also had projectors on the ceilings and those were the portal gazing rooms.

So guests could walk into the bedrooms and just like lay on the bed and look into galaxies in one room and the other room was the collective consciousness gazing room, where I created a face collage.

I had friends and strangers they sent me video clips of their face and so it was like, it's collective consciousness video collage that's coming towards you while you're laying in bed and then also there's this section where these souls are swimming through the Stars...

Anyway, so that was happening and then there was also a projector, an interactive projector that was hooked up to an iPad and so the iPad... the camera feed was streaming onto the wall and then that we had an application pulled up where you could play around with different effects so then the guests could also be kind of manipulating part of the installation.

And then that was also linked into a TV so it was streaming onto the wall and also to the TV just to make a little more immersive and then there was also a miniature diorama of the room, that I created and then I did, it's kind of like a projection technique, where you get a piece of glass at a 45 degree angle and then you put a monitor above it and so then the screen the light from the screen reflects onto the piece of glass, you have something like floating within your diorama.

So I had that going on.

Tim Bennett: So [Pepper's Ghost...](#)

Kira Bursky: What was that?

Tim Bennett: Pepper's Ghost style projection...

Kira Bursky: Oh I haven't seen that!

Tim Bennett: Ah okay you might want to research that...

Kira Bursky: I should make a note about that... you said salt peppers ghost?

Tim Bennett: Yeah salt & pepper...

Peppers Ghost...



[Click On image To Find Out About Peppers Ghost](#)

Kira Bursky: Peppers I'll check it out!

Tim Bennett: There's a similar kind of technique, but an old technique...

Kira Bursky: I think this is the exact technique... yeah so those were the main elements.

Tim Bennett: And how long did it take you to put something like that together?

It's a 30 minute show, how much work?

Kira Bursky: Yeah... I'm pretty sure I spent about three months to the launch.

Just a lot of it was thinking about what I was gonna do and just like wrapping my head around it and I had a completely different initial idea and the initial idea I had all these very specific parts of the installation that, for a first installation, it was too much to pull off.

There was a lot of programming, so not only that I want to create my first projection installation, but I was imagining things that would take intensive programming interactivity.

So anyway, so I had all that and went through that and then I pivoted the idea and I think I had about one month of very intense creation...

...getting the visuals together, making sure all the equipment was working and the thing that made the whole process even crazier...

So this is all part of a residency, so my apartment was a part of the residency and before I moved in the space was specifically a vacation rental.

So part of my task was to figure out how to create this installation so that overnight guests would be able to turn it on by themselves.

Which is like, that, that's, like way harder, because you know with all, the installation had eight projectors, the main showed five with all of these media players and anyway, so one of my tasks was to figure out how can I streamline as much of it as possible, so that a guest can come in...

I can have very easy instructions and with the click of a button they can turn it on and I figured it out I was able to set it up so that literally, with this remote, one click then the main show turns on. So that was, that was a lot for me to figure out!

Tim Bennett: Yeah!

That's pretty amazing and I guess you've got to find a balance between, this is what I want to do and this is what the audience want to see...

Kira Bursky: Yeah!

Tim Bennett: Somehow you got to merge the two together and that's, you know, I think in the world of creativity that's always been a problem for a lot of us.

You know we have these these big ideas and small budgets and merging the two, between you know, what a creator wants and what a client wants, can be very challenging sometimes... but that's very cool!

Indeed... I like that project!

Is it just you or do you have a team of people working with you and you collaborate together and come up with ideas?

Kira Bursky: Yeah!

So I was the only person, in terms of like creating the actual visuals of the show and putting it all together and coming up with the story, but my partner was the technical director, so he helped to actually get on the ladder and you know drill things in the ceiling.

So my partner and then also I had another friend new help with the actual build.

So the three of us put the whole thing up.

Which I'm very grateful for, because, yeah these ceilings in that space are very high.

Tim Bennett: And that's a pretty cool project for three people though.

I'm impressed with that.

That's neat.

And when you go to sleep and dream, it must be kind of weird in there!

Kira Bursky: Oh yeah sleeping in that space was pretty cool!

Tim Bennett: Yeah great!

So anything else you are gonna show us now?

Kira Bursky: Oh yes!

Yeah I can definitely...

Let me share the screen again...



[Click On Image To Watch On YouTube](#)

Kira Bursky: So that's about a minute...

Tim Bennett: and I'm intrigued...

I want to know what happens next.

So if you want to know what happens next, I'll embed the video beneath this video, you have to go and watch it... but what a crazy world that would be if everything I thought manifested!

Kira Bursky: Yes!

Tim Bennett: I don't know if that would be a good place!

I noticed in your first video that you showed, the first clip, that it said you're an award-winning artist.

Tell us about the awards.

Kira Bursky: Yeah, well I've won quite a few awards at different festivals, let's see, I guess this past year, my film '[Period](#)' won at a film festival in Berlin called the [Berlin Library Film Festival](#) and I don't know just a lot of different Awards for different short films music videos.

Yeah my work has played all over the world and I'm really grateful for that.

Tim Bennett: Yeah that's nice.

It's really nice to be recognized when you get something like that.

It's really good and especially, you know, you're 24 years old.

You're doing pretty well.

Kira Bursky: Thank you!

Tim Bennett: The world could do with a few more people like you I think, because there's a lot of negativity in the world right now.

Kira Bursky: Yeah.

Tim Bennett: A lot of problems and a lot of issues and I think if we all just

focused on, what's special about us, rather than, what's not good about us, how different it would be and you know it looks like you have some stories to tell in your material.

So where does the inspiration come from?

Kira Bursky: Yeah I feel like I'm at a place in life that, the inspiration for stories, is very easy.

It just is... it's as constant flow. I guess, I feel like inspiration is almost like a a point of view you can have in life.

Like you can choose to allow yourself to being inspired by life, or you can close yourself away from it and so I feel like maybe in my life I've been on this journey to opening myself up more and more and getting to this place where now, every single day I just I feel, I see, I feel, I sense stories and everything.

Like I can see with my own self, that everyday just my own emotional arc, you know, like you wake up and you feel a certain way and you can just think about that one thing.

Stories emerge from that.

How's this feeling going to transform?

Am I gonna transform this emotion or am I gonna let the day take me on an adventure or you know, so you can just start to question things and really think about it and just in life you're constantly crafting your own story or letting or letting your life craft the story for you.

So in terms of inspiration, a lot of stories come from my own emotional journeys.

I think I use the artistic process, it's a way to really, deeply reflect on where I'm at and then also reflect on where I want to go and so sometimes through my own storytelling I have more clarity in terms of my own life direction, because I focused that attention.

So I think the process could be very cathartic and also healing and I'm also reminded that if I push myself to be truthful and vulnerable and authentic my work, that I'm putting that energy out into the world and then maybe other people, some people, will connect to it and some people will feel safer in their own truths.

Some people will feel more comfortable opening up about what they're going through, so that's a constant thing in the back of my head, is just pushing myself just be as truthful and honest about my experiences, so that I can continue to help other people and help, possibly help other people and possibly help the world to open up feel more free, feel more love, more warmth, you know!

Tim Bennett: How beautiful, because you know the world right now, seems to have gone a little bit crazy in some places, but there's still a lot of beauty in the world.

There's still a lot of good things happening right now and I think, I, you know, it seems like, we we've had a big death in humanity of freedom and different things, but at the same time we've had a birth of something new!

Kira Bursky: Yeah!

Tim Bennett: And you know since March 15th, I've pretty much been in my house. I've hardly been, I mean for two months, I didn't even go outside my front door and you have to go to space where you, as you say, you look at something and you just create something with it, because the other choice is not a good choice.

The other choice is unhappiness.

Even though I can't go outside, and my definition of success is freedom, I feel like I've had that taken away from me, but I've had to create a new freedom.

A new freedom of creativity and you know I made a comment the other day on Facebook.

Someone said, *"how can you be so happy with all the shit going on?"* and I said, *"it's not my shit!"*

I just absolutely refuse to be part of the dark side, if you want to call it the dark side, the bad side and I just want to keep creating good stuff and inspiring people, because that's why I went into show production.

I'm predominately in lasers.

I've been in lasers since 1998.

The first time I saw a laser, it blew my mind I just went **WOW!**

I wanted to share that feeling and I've been doing it for 30 years nearly, so I hear where you're coming from and what a beautiful way to kind of share your message in your stories and inspire other people.

So good on you!

Kira Bursky: Thank you!

Tim Bennett: So I'm here right now, talking to Kira about projection mapping,

predominantly for film, but obviously you can use it in so many different ways, you could, you know, for weddings, for games, for entertainment, for all different things and Kira's been sharing with us some of her amazing work and if you wanna find out how to get in touch with Kira and how you can see more of her work stay right here.

We'll be back in just a moment.

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Tim Bennett: Welcome back to ArgonTV.

I'm here talking to Kira, an amazing mapping artist... a projection mapping artist, predominately in film and we've been looking at some of her work and getting inside her mind a little bit to see what inspires her and why she does what she does at 24 years old.

So if people want to see more of your work and they want to get in touch with you to talk about working with you, how do they do that?

Kira Bursky: So my website is www.allaroundartsy.com our production company is called All Around Artsy.

So basically if you look up All Around Artsy, you'll find me,

So if you go to [Facebook, All Around Artsy...](#)

If you go onto [Instagram, All Around Artsy...](#)

If you go YouTube, you actually put my name in...

It's [Kira Bursky Films](#), I want to update that in the future...

But for now it's Kira Bursky Films, on YouTube and if you want to reach out directly just go to my website or you can email me at [kira \(at\) allaroundartsy.com](mailto:kira(at)allaroundartsy.com)

Tim Bennett: So yeah that's great and I'll put links in the description beneath this video to all of those, so all you have to do, I'll make it easy for you, scroll down, click on the links and then you'll be able to get in touch with Kira.

So Kira it's been actually fantastic having you here today, just taking a look at some of your work and I'm very privileged, I think, to be connected with you, because you have such a talent and I love to surround myself with talent like this.

So great job!

Keep it up!

Kira Bursky: Thank you!

Tim Bennett: Before we go... my final question that I like to ask everyone that I talk to is... what is Kira's secret to success?

Kira Bursky: So I would say my secret to success is, I've discovered that, at least for me personally, it's really easy, it's really easy to get swept up in...

...I don't know just thinking about what other people are gonna think, thinking about success and just getting caught up in that outs...

...that in thinking about outside perspective and I found that to be very restrictive and that actually... that prevents me from tapping into my inner most authentic creative expression and so I feel that through time I've been realizing that more and more and finally, recently, more consistently, I've discovered that, like this breakthrough moment was just too...

...like in every step of the, in every step of the creative process, in every step of the way, whatever project you're doing to realign yourself to your core, to why you're doing what you're doing, and to really just stop and take a moment to remind yourself, why am I doing this, why am I an artist, why am I doing this project and when I do that, sometimes it's like I almost like a wake-up call, because then I remember, I'm doing this, because I love... I love creating.

It's a beautiful feeling.

I want to share that beautiful feeling.

I want to spread magic.

I want to just be in the flow of that magic and as corny as that might sound, that's why I'm creating personally and whenever I remind myself of that, then the whole process changes and then everything I'm doing is, I'm experimenting.

I'm discovering new ways of showing what I'm feeling and I'm connecting to others on a deeper level.

It's like everything falls into place perfectly, because I'm in alignment with myself.

So I would say that my current secret to success, the thing that I'm reflecting on right now is just stop what you're doing, pause and really check in with yourself, Why are you a creator?

Why are you doing what you're doing?

Feel it fully and then proceed, because chances are, what you're going to create after you've checked in with yourself, is going to be more truly you and more of a beautiful process.

More of a fulfilling process and something that extends beyond yourself in ways that you don't even realize.

Tim Bennett: Well that's kind of profound and very beautiful.

What a great way to finish our interview today.

So I hope as a viewer that you enjoyed our video today and especially those last words, very touching, very moving.

Kira... thank you for being here with us today on [ArgonTV](#).

I hope you enjoyed it.

Kira Bursky: Yes I did!

It's lovely talking to you.

Tim Bennett: Great and I hope you come back again visit us another time...

Kira Bursky: Definitely!

Tim Bennett: Great!

So we have been having an absolutely awesome discussion with Kira Bursky about projection mapping for films and we'll see you all again in another exciting episode of ArgonTV very soon!

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