



## CASE STUDY

# LEGO lights up Battersea Power Station with Disguise

Graymatter Video brought LEGO's spectacular 'Factory of Creativity' projection to life at Battersea Power Station—crafting an unforgettable one-night-only experience that celebrated imagination, storytelling, and playful technology, powered by Disguise.



# Summary

**Working alongside Daniel Postlethwaite (Look Up) and Hello Charlie, Graymatter Video brought LEGO's spectacular 'Factory of Creativity' projection to life at Battersea Power Station—crafting an unforgettable one-night-only experience that celebrated imagination, storytelling, and playful technology, powered by Disguise.**

The projection-mapped experience brought robotic arms, production lines, and LEGO Minifigures to life across the massive brick façade, culminating in a playful sequence that launched characters into the sky from Battersea's famous chimneys.

Graymatter Video led the technical delivery, using Disguise GX 3 servers to drive seamless content across a complex setup of projectors and unique outputs. The result was LEGO's most ambitious projection activation to date—delivering precision, scale, and storytelling with breathtaking clarity.



Image credits: Dan Postlethwaite



# The challenge

**While Battersea Power Station has hosted projections before, this activation marked the first time it was illuminated at such scale and brightness, celebrating its recent redevelopment and reopening.**

The dark brick exterior posed a major technical hurdle, requiring high LUX targets to ensure crisp visibility. Past projections had often fallen short, so the bar for brightness and resolution was set high.

With limited viable projection positions and heavy site obstructions like trees, lamp posts, and flagpoles, the team had to plan every detail with absolute accuracy. The challenge: to deliver a flawless, multi-surface projection experience that could be installed and calibrated with minimal onsite margin for error.



Image credits: Dan Postlethwaite

# The solution

**To ensure total coverage and maximum output, Graymatter Video engineered a 4x1 projection array using twelve Panasonic PT-RQ35 and ten PT-RQ25 4K projectors—each stack triple-stacked for brightness.**

Two Disguise GX 3 media servers, running in a Director/Understudy configuration, managed eight unique outputs through a 24 x 24 Lightware MX2 matrix. These were split across projection stacks to feed the building's vast surface area.

The Disguise 3D environment was key to pre-visualising the projection angles, adjusting for site obstructions, and plotting precise projector placements. By importing accurate 3D scans and models, the team created CAD-ready plans, ensured structural compatibility, and achieved pixel-perfect projection on a notoriously difficult canvas.





“Disguise’s advanced mapping tools gave us total creative freedom with absolute technical confidence. On a project of this complexity, it was the only choice that could deliver both precision and performance.”

Daniel Gray  
Video HOD



# Results

**For just one night, the LEGO projection at Battersea Power Station delivered an extraordinary brand moment—transforming an iconic London landmark into an immersive storytelling canvas.**

The installation captivated audiences both on-site and online, driving exceptional visibility and engagement. Importantly, it also spotlighted the LEGO Store located within Battersea Power Station, reinforcing brand presence and driving footfall to the retail space.

This one-off activation proved how a single, well-executed projection can make a powerful impact—merging creativity, technology, and cultural relevance into a truly unforgettable experience.





# Disguise equipment used



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## DESIGNER

Designer is the ultimate software to visualise, design, and sequence projects at every stage, from concept all the way through to showtime.

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## GX3

The GX 3 is the most powerful and versatile disguise machine to date, unlocking new potential in generative graphics thanks to its GPU's processing capabilities.

Find out more [→](#)

# In Partnership with

**Client:** LEGO Group

**Media Agency:** IMPACT / Rapport WW

**Creative Agency:** Hello Charlie

**Technical Production Partner:** Look Up / Daniel Postlethwaite

**Creative Technologist & Workflow Specialist:**

Jackson Taylor

**Technical Delivery:** Graymatter Video

**Onsite Team:**

**Production Director:** Daniel Postlethwaite

**Project Manager:** Mike Jenkins

**Creative Lead:** Jackson Taylor

**Video HOD & Disguise Operator:** Daniel Gray

**Disguise Operator:** Andy Coates

**System Tech:** Henry Giles

**Projectionists:** David Voyce, Alex Peginton





# Get in touch

**Curious to know more about us?**  
**Want to master our production toolkit?**  
**Need support on your project?**

Our team will be happy to speak to you,  
whatever your query.

Get in touch

Get Started

