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PATRICK WHELAN, founder, Soberoo
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**SCOTT
WILLIAMS**

**CO-FOUNDER AND C.O.O.,
QUINCE IMAGING**

Clients often ask Scott Williams: “What can you do that no one has ever seen before?” And the 56-year-old co-founder and chief operating officer of the imaging and projection company Quince Imaging in Northern Virginia always seems to have an answer that pushes past previous creative or technical limits.

Williams has spent his entire career in display imaging. His first job involved working on underground command centers for the government in which pixel density and colors helped military leaders determine friend or foe. In 1997, he founded Quince Imaging with Ron Currier and now specializes in live events, corporate meetings, museum displays, and other settings.

One breakthrough came in 2014, when Quince wowed the professional sports industry with technology that turned the home court of the Cleveland Cavaliers basketball team into a giant video screen. Quince used 3-D mapping techniques to create a number of illusions that animated the court, a concept that garnered headlines across the globe. The idea quickly caught on as an innovative form of fan engagement, and now teams

across the N.B.A. as well as in the N.H.L. have tapped Quince to amp up their in-game experience.

At the 2016 North American International Auto Show in Detroit, Quince drew traffic to Michelin’s exhibit with a display for the tire company’s “Track to Street” campaign. At the interactive display, users could choose a racecar to appear on a large screen and then compare it to its street model by sliding a smaller screen mounted on top of it. The images changed over instantly as the two screens communicated with each other. It’s a technique Williams envisions being used for timeline-based displays at other trade shows or events.

“We’ve only scratched the surface in projection mapping, and it’s not going anywhere,” Williams says. “One day every lighting instrument in a sports arena or side of a building will be addressable projectors. ... The ground is fertile to try new things. Everyone is much more willing to adopt something that’s unproven than they were five years ago. It’s on us to make sure it works.”

In addition to specific work for clients, Williams and his team devote time to imagining new technologies or bucket-list-style projects. One example: equipping a vehicle with a projector to digitally map a surface in real time and then project an image on it. The process could take as little as 20 minutes. “This has been designed; we’re just waiting for the right opportunity to unveil this and actually build it,” Williams says.

Another example is figuring out how to do projection mapping on baseball or football fields, a trickier and more expensive proposition because most stadiums lack the proper lighting and grass is more difficult to project onto.

Those barriers haven’t stopped Williams from dreaming. His ultimate surface to project upon? “The moon,” Williams says. “That will be the day I retire.”

The Cleveland Cavaliers were the first N.B.A. franchise to embrace Quince Imaging’s technology.



SEBASTIEN CENTNER

**DIRECTOR,
EATENTERTAINMENT**



Sebastien Centner, 44, grew up in the hospitality industry. His parents were the founding owners of Toronto’s Bloor Street Diner, which Centner took ownership of in 2012. He also owns the venue on the roof of the Manulife Centre and spent much of 2015 rebranding the space, now called the One Eighty, which has hosted events for the likes of Google.

Restaurant expertise is not Centner’s only contribution to the industry. Instead, his work has steadily evolved to meet client’s full-service event needs. “Eatertainment started as a restaurant company and became a catering company [in 2001] based on demand,” Centner says. “Then, our catering clients started asking us to handle much more than just the catering components.”

In 2006, Eatertainment Catering became Eatertainment Special Events and Catering, and the company’s repertoire expanded to include everything from audiovisual production to decor. Clients soon began asking Centner if his team could service events outside of the region.

To meet that demand, Centner founded Jeckl Agency, a global brand and event management firm, in 2011. The company’s event roster includes a weeklong launch for BMW’s M3

and M4 in Istanbul. The event took over a Formula One track, and hosted 900 guests for tourist programs and evening parties. Jeckl has also produced corporate events in New York, Miami, and Los Angeles, as well as in its hometown of Toronto. Last year, for example, the firm produced the Canadian Association of Petroleum Producers’ (C.A.A.P.) Scotiabank Energy Conference.

“We bring a unique ‘event’ approach to typical conference planning,” Centner says. “We integrate branding and elevated guest experiences where most conferences miss the mark.” For example, Jeckl enlisted V.I.P. concierges to interact with C.A.A.P.’s guests before, during, and after their experience. Centner also draws on his catering expertise to shake up the food and beverage component of every event he produces.

“Our businesses are constantly cross-sharing ideas and concepts, and many of the ideas we create at Eatertainment we try to apply to Jeckl events, or vice versa,” Centner says. At a

Jeckl-produced event for BMW in South Africa, for example, the client asked for highly unique and interactive desserts at the welcome reception. Working with a local catering company, the team developed

the idea of “Ice Cream Ninjas.” Servers created frozen treats in BMW’s signature hues, while dramatically tossing ingredients in the air. Eatertainment has since used the concept at Canadian events.

While in Los Angeles recently, Jeckl worked with a team that served frozen liquid-nitrogen drinks in airline carts. “Our guests loved the idea, so we decided to incorporate it into our own Eatertainment events,” Centner says. “We will be rolling them out—excuse the pun—this spring or summer.”

► *Our businesses are constantly cross-sharing ideas and concepts.* ◀