



Shade CINEMA



Giving people another reason to stay sun safe

Brisbane is the capital of Queensland, known as Australia's 'Sunshine State.' Unfortunately we're also known as the world's skin cancer capital. Brisbane City Council wanted to keep people out of the sun during peak UV times, so we created Shade Cinema. We installed Wi-Fi units in shady trees, each screening a different movie, in effect turning the park into an open-air multiplex cinema. The app uses your phone's inbuilt light meter to register the amount of light on the screen so the movies only play in the shade, pausing if you step into the sun. Giving Council an innovative way to spread their sun safety message by giving people something to do while they waited out the hottest part of the day.

