



Christie projectors played a key role in the celebration of the 50th anniversary of Thessaloniki International Film Festival as the OLYMPION's building in the center of the city was turned into a screen display for the new project of URBAN SCREEN.

UrbanScreen projection was an artistic approach to the main motto of the 50th film festival, "Why cinema now?" The projection main concept was to show the deconstruction and reconstruction of the history of cinema so that any viewer could give his own answer to the question. Urbanscreen conceived and produced custom-made media installations using high artistic standards, an architectural approach and a consistently professional completion, creating uniquely outstanding impressions.



You can also view the full Alpha Vision and Urbanscreen of Thessaloniki watched stunning [video](#) on our website or Alpha Vision's blog [here](#).