

## MUSICAL FOUNTAIN IN VINNITSA

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Technology is everywhere. It runs our society, without it we wouldn't be able to do many of the things we enjoy today. There are many amazing technological innovations in Ukraine. One of the examples of high technological development is beautiful musical fountain in Vonnitsa.

It was completed by Emotion Media Factory Laserland (EMF) by order of Roshen Confectionery Corporation. EMF Laserland implemented the entire project, from a rough sketch of the idea via planning, design, installation and show production in just nine months.

The fountain was funded by Pyotr Poroshenko. The fountain is 140 meters in length and can project water columns 70 meters high. The fountain is located on the Bug River. It was opened on September 4th of 2011 and it is a sound and light fountain where holographic images are projected onto fantastic displays of water, illumined by a projection camera, colored lasers and accompanied by music for a spectacular show. Over 70,000 people attended the opening.

It is the Europe's biggest floating multimedia fountain system. This wonderful work of engineering art is a gift of Roshen Confectionery Corporation to Vinnitsa and whole Ukraine.

Within a very short space of time this fascinating spectacle has become known beyond the borders of Ukraine and attracts over 20,000 visitors to the city each week. Every evening a 25-minute-long thrilling story is told featuring water, music, laser, light and colours. It claims to be a show for young and old which can be understood without language and which arouses the feelings of the spectators.

Coloured fountains of water spout up to 70 m up into the sky. A 50 m wide and 18 m high screen of water acts as the projection surface for the story which has been composed and produced by EMF. High performance video systems project seemingly three-dimensional images in brilliant colours onto the water screen. The story is backed up dramaturgically by giant fountains.

Now all those who wish may watch the unique show regularly. The powerful water streams rise up under the music accompaniment and light and laser effects as well as video projection on the huge screen. By the totality of characteristics, Roshen Fountain in Vinnitsa is the biggest in Europe, and according to the experts it is one of the top 10 beautiful and spectacular world fountains. Unlike most of the fountain systems installed in the artificial swimming pools with water treatment systems, the uniqueness of this project is that the fountain uses the water of the 'living' river.

Vinnitsa fountain show uses the superpower LED lamps allowing to create an extremely bright and spectacular underwater illumination, yielding the magnificent effects. Contrarily to most of Ukrainian fountains, Roshen Fountain contains the mobile elements rotating around their axis, due to which the water streams inclination angles vary dynamically. The different shows can be started by staff using the easy-to-handle ISEO surface of a touch panel.

In order to protect the technology from drift ice and the cold, the floating installation is constructed so that it can be lowered to the bottom of the river in winter.

The fountain is a part of a complex upgrading project of Pivdenny Buh quay reconstruction near Roshen confectionery factory that costs 70 million US dollars. This is the first social and cultural project in the Ukraine's history of such a scale which was implemented for funds of a private company.