

Case Studies

FORUM FUSION

Open access digital gallery



Introduction



How can...

one round space be transformed into an open access digital gallery, simultaneously choreographing multiple exhibits, and operable from a single console by users with little or no technical background?



EDGE-BLEND PROJECTION

FORUM FUSION

The Forum is one of the most successful millennium projects in the UK (opened in 2001) and quickly became a landmark in the Norwich city centre. Designed by the award-winning architect, Sir Michael Hopkins, the Forum project cost £65M and is now visited by 2.5 million guests a year.

The Forum is home to the Norfolk and Norwich Millennium Library - the most popular public library in the UK, BBC East, the Forum Shop by Jarrold and MINT, a charity which helps young people find employment.

Being a public building, everyone is welcome seven days a week to visit an eclectic mix of exhibitions, events, activities, catering, shopping and learning opportunities. The Forum, therefore, means many things to many people across a very wide demographic.

THE BRIEF

New open access space: there was a need to replace their existing chargeable 'heritage' attraction with an open access and flexible 'digital gallery'. Aptly named 'Fusion' gallery, we were contracted to deliver Europe's largest open access digital media gallery.

Operational upgrade: the equipment at Fusion Gallery were towards the end of their operating life. Projectors and lighting systems needed replacement following non-stop use for nearly six years.

Highly flexible in terms of lighting, audio and projection. A system which can very easily be adapted and configured for a variety of uses - exhibitions, performances, film shows.

Divisible: the ability to divide the space into various sections during any single event, each with its own flexible AV set up. To this extent, the client expected a user-friendly solution for the event delivery staff, some of whom would be casual employees with little or no technical expertise.

However, the space itself was unique. The gallery space is round and therefore projection units had to compensate for the curved walls without compromise on the gallery viewing experience.



The Solution

Snelling Business Systems delivered a 24-metre x 2.5 metre edge-blended curved display screen with a total resolution of 9157x1080 pixels. This configuration allowed for the largest projection wrap possible without any contortion.

The Forum and Snelling Business Systems worked on transforming AV tech in the space, which allowed them to host an event on any given day, and another completely different event the next day.

This means the space (sound, lighting, projection etc.) can be choreographed from a single control panel as and when required.

Moreover, despite being one large hall, the same space can now be multi-partitioned to host multiple exhibits with negligible distraction caused to visitors of one exhibit by the sound and lights of another exhibit.

For sound, two separate and independent systems were installed for a whole room or a five partitioned zone experience. These systems are controlled by AMX touch surfaces with multiple gallery scenarios and a Dataton Watchout playout system.

All design work, engineering, planning, installation and programming was conducted in house by Snelling Business Systems and the project was delivered within budget and on time.

Forum Fusion was opened to the public in April 2009 and later that year, the project was also highly commended at the prestigious AV Awards. After successful operation over the years, we were reappointed to redevelop the space to improve operational flexibility further and add to their carbon credentials as well.



ABOUT US

In plain speak, we are an international supplier of integrated audio-visual systems, environments and communications technology; we design, integrate, install and maintain robust AV systems and environments.

But that is not 'how' we do it, at least not as simply just that.

Our roots go back to 1954 when Roy Snelling started his business out of a redundant Victorian laundry in rural Norfolk, selling Television and Radio sets in the earliest days of broadcasting.

Roy Snelling witnessed a major transformation as more and more TV and Radio sets found a place in homes- there was a whole new way for people to interact, engage and consume information. More importantly, it was engagement and interaction of the audience at a 'sensory level'; the same purpose for which many AV systems and environments today are designed and built for.

Over the years our experience led us to ask ourselves the obvious question.

"How can we use the potential in AV systems and environments for sensory engagement, to unlock possibilities for live experience design to interact with and engage audiences"?

As we continued to grow and evolve, we nurtured what we learnt along the way in our internal culture and design/engineering philosophy. Therefore, you'll find our design/engineering teams thinking 'how AV environments can change workspaces to minimise cost and optimise space utilisation'?

At the same time, how do we continue to uphold the Snelling Philosophy? Audio Visual Excellence. Operational Simplicity.

We deliver all aspects of audio visual integration from consultancy and design to the supply, installation and on-going maintenance - all backed by a service ethic, which continues to carry the Snelling signature of quality. Based in London and Norwich, we have maintained our portfolio of major clients and diverse projects across Higher Education, Corporate, Public Sector and niche projects.



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