

NEC Display Solutions Client Installation Leisure & Entertainment

DIGITAL REVOLUTION

CREATING IMMERSIVE EXHIBITS THROUGH A RANGE OF VISUAL MEDIA

An immersive exhibition of art, design, film, music and videogames; Digital Revolution is a comprehensive presentation of digital creativity, exploring and celebrating the transformation of the arts through digital technology since the 1970s. Through a range of NEC visual display solutions including large format and desktop displays and projection, visitors are presented with a mesmerising and absorbing experience.



This immersive and interactive exhibition, conceived and curated by Barbican International Enterprises, brings together for the first time a range of artists, filmmakers, architects, designers, musicians and game developers, all pushing the boundaries of their fields using digital media.

It also looks to the future considering the impact of creative coding, DIY culture, digital communities and the creative possibilities offered by technologies including augmented reality, artificial intelligence, wearable technology and 3D printing.

THE CHALLENGE

Showcasing a range of visual technologies, NEC Display Solutions liaised with AV Exhibitions Specialists ADi Audiovisual, to ensure selection of the best product fit for many of the exhibits. LCD desktop displays, LED backlit large format displays, interactive touch screens and projection solutions from NEC are all featured throughout the exhibition

to portray the content through differing mediums to create a captivating experience.

THE SOLUTION

The first section of seven exhibition spaces, *Digital Archaeology* creates an overview of key creative moments from the 1970s to the present day, a period of rapid change. Two NEC PA500U projectors



are utilised here with one ingeniously used to project onto three separate screens all at different angles.

Creative Spaces examines how digital technology is allowing rapid creative change in film and online. This section contrasts blockbuster Hollywood visual effects with the work of a new generation of independent artists and filmmakers, the centre piece *Gravity Wall* comprises a number of NEC large format displays; 12 x V Series configured with 6 x P Series installed facedown to create a compelling immersive experience that replicates the special effects device used in the recent Oscar® and BAFTA winning film of the same name.

Sound and Vision looks at how musicians have experimented with digital technology and features a 9 screen videowall configured using NEC V Series displays.

The exhibition moves into *State of Play*, which focuses on the ways in which we are able to engage

and interact with digital projects using camera based systems such as the Kinect. Two NEC V Series displays are used to create a mesmerising exhibit using smoke and low resolution images of objects in front of the screen.

DevArt, explores art made with code, by developers using technology as their canvas, and code as their raw materials to create innovative, interactive digital art installations. Two rear projected NEC PA500U



projectors pointing downwards use edge blending technology to bring this exhibit to life.

Finally, the exhibition delves into what the future might look like in *Our Digital Futures* where eleven NEC 24" desktop displays are used to present the work of a selection of some of today's most experimental and future-focused artists, architects and designers.

THE RESULT

Digital Revolution will tour to museums and galleries internationally for a period of 5 years. A key factor in the selection of NEC branded visual displays was the high quality of the product supported by an exceptional global service and warranty package. The standard 3 year warranty is extended with an additional 2 year cover on all NEC products used within the exhibition, supported globally to ensure full assistance as the exhibition progresses on its tour.

'As an exhibition that will be touring the world for 5 years, reaching hundreds of thousands of visitors, the reliability of the equipment is crucial. NEC is able to provide the Barbican with a fantastic global 5 year warranty plan, that meets all their requirements and gives them the reassurance they need with a project of this scale and ambition,' says Alex Baker of ADiAV. 'Because the exhibition focuses on a historic overview of creative uses of technology within digital design, it is really important that the display equipment has in itself a timeless quality whilst also the versatility to show off a whole range of works from the classic to the cutting edge. The NEC range more than meets this brief. We have enjoyed excellent service from NEC on previous installations and are confident that our client is receiving the best solution possible for the visual elements of the exhibition.'

The exhibition at the Barbican Centre takes place from 3 July to 14 September 2014 before touring internationally until 2019.

INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

Leisure & Entertainment

CLIENT INFORMATION

Barbican International Enterprises

www.barbican.org.uk/digital-revolution

INSTALLATION PARTNERS

ADi Audiovisual Ltd (AV Exhibition Specialists)

www.groupadi.com

59 Productions (media design lead)

INSTALLED MAY 2014

DISPLAY EQUIPMENT

8 x PA500U WUXGA installation projector

2 x PA500X XGA installation projector

32 x 24" LED backlit EA244WMI

2 x touch enabled 42" V423

6 x MultiSync® LED backlit P553, deployed face down

9 x MultiSync® LED backlit V552

12 x MultiSync® LED backlit V423

8 x MultiSync® LED backlit V323

All products supplied with extended warranties

NEC Display Solutions Europe GmbH
Landshuter Allee 12-14, D-80637 München
infomail@nec-displays.com
Phone: +49 (0) 89 99 699-0
Fax: +49 (0) 89 99 699-500
www.nec-display-solutions.com

NEC UK Ltd. – Display Solutions Division
Athene Building, Odyssey Business Park
West End Road, South Ruislip, Middlesex, HA4 6QE
Phone: +44 (0) 20 8836 2000
Fax : +44 (0) 20 8836 2001
www.nec-display-solutions.co.uk

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