



Case Study

Arte Museum

AVI-SPL XTG audio visual deployment practices deliver captivating Las Vegas museum exhibit

Organization
d'strict

Location
Las Vegas, NV

Market
Arts and Entertainment

Solution
Barco, Q-SYS

Project Overview and Goals

AVI-SPL technology integration experts played a pivotal role in bringing d'strict's awe-inspiring Arte Museum experience from Korea to Las Vegas, NV.

Korea-based design company d'strict developed an immersive media art exhibition space called Arte Museum in Jeju, South Korea. The museum centerpiece, Eternal Nature, engages the senses using cutting-edge audio visual technology and digital media art to blend reality and fantasy.

"We aimed to allow the audience to experience the various senses that can be felt in nature rather than simply viewing colorful video work," says Sean Lee, CEO of d'strict. "We approach this by utilizing various media technologies, such as projection mapping, multi-image control and sensor-

AVI-SPL's installation and tech deployment standards and collaboration with d'strict led to the seamless integration of the Eternal Nature exhibit.



The result is an oasis of tranquility amid the hustle and bustle of the Las Vegas Strip, which serves as the perfect home for ARTE MUSEUM's first exhibition in the Western Hemisphere."

Sean Lee, d'strict CEO

based interaction, to make the entire space into one cohesive piece of art."

The digital media design company wanted to bring this exhibit to Las Vegas, Nevada, where visitors expect to be wowed by exhilarating experiences. d'strict would need an AV integration partner to design and install custom rigging to uphold the immersive experience and meet US structural standards.

d'strict partnered with AVI-SPL to bring the exhibit to life following a referral by a screen manufacturer utilized on a project [at Lincoln Center](#).

Custom rigging design and installation

Arte Museum's Eternal Nature exhibit uses Barco UDM 4K22 and G60/62 projectors, Q-SYS DSP and control, and custom PC media servers running Dataton Watchout, a multi-display software. The exhibit also uses an assortment of amplifiers, loudspeakers, video distribution, fiber extension, and network infrastructure technologies to power the dazzling experience.

These diverse AV systems, combined with a unique space design, would require a custom-rigged approach to assembly. Every stage would require meticulous evaluation and planning to empower the

client's distinct spectator experience and adhere to US structural standards.

Eighty+ projectors, lighting, and a state-of-the-art audio system

AVI-SPL worked alongside d'strict and content producer, Moving Images Technologies, to create custom-rigging and fabrication solutions for over eighty projectors and lighting. Our proven processes ensured each space delivered a unique and immersive experience.

Additionally, AVI-SPL technology experts tailored audio system rigging to designated exhibit areas to keep visitors engaged.

Results

The entire space transformed into a gateway to another world, with a whooshing waterfall video synchronized with visuals and mist effects. Scents fill the air as birdsong plays across the audio system, while a meadow of camellia flowers bloom across the screen.

AVI-SPL's installation and tech deployment standards and collaboration with d'strict led to the seamless integration of the Eternal Nature exhibit.

High-definition visuals extend from floor to ceiling, creating a captivating, large-scale, multi-sensory adventure. The state-of-the-art audio system acts as a central component of the environment.

"The result is an oasis of tranquility amid the hustle and bustle of the Las Vegas Strip, which serves as the perfect home for ARTE MUSEUM's first exhibition in the Western Hemisphere," said Sean Lee, d'strict CEO.

AVI-SPL XTG designs and installs immersive exhibits that combine space, content, and technology to create interactive storytelling experiences. We're ready to help you tell your stories in extraordinary environments. [Contact us today to get started.](#)



About AVI-SPL

AVI-SPL is a digital enablement solutions provider who transforms how people and technology connect to elevate experiences, create new value, and enable organizations to thrive and grow. We are the largest provider of collaboration technology solutions, which include our award-winning managed services. AVI-SPL's highly-trained team works hand in hand with organizations worldwide – including over 86% of Fortune 100 companies – to strategize, design, deploy, manage, and support AV and UC solutions that are simple to use, scalable, serviceable, and measurable to ensure business objectives are achieved. Visit avispl.com to learn more, or connect with AVI-SPL on [Twitter](#) and [LinkedIn](#).

Featured Partners



Contact us

US: 1 866 708 5034

UK: 0800 181 4425

GERMANY: +49 6103 4857-0

HONG KONG: +852 5971 0011

CA: 905 695 2202

UAE: +971 4 810 8100

INDIA: +91 11 66544041

MEXICO: +52 81 2090 1800

Subscribe

 [Enews](#)  [Podcast](#)

Follow AVI-SPL

