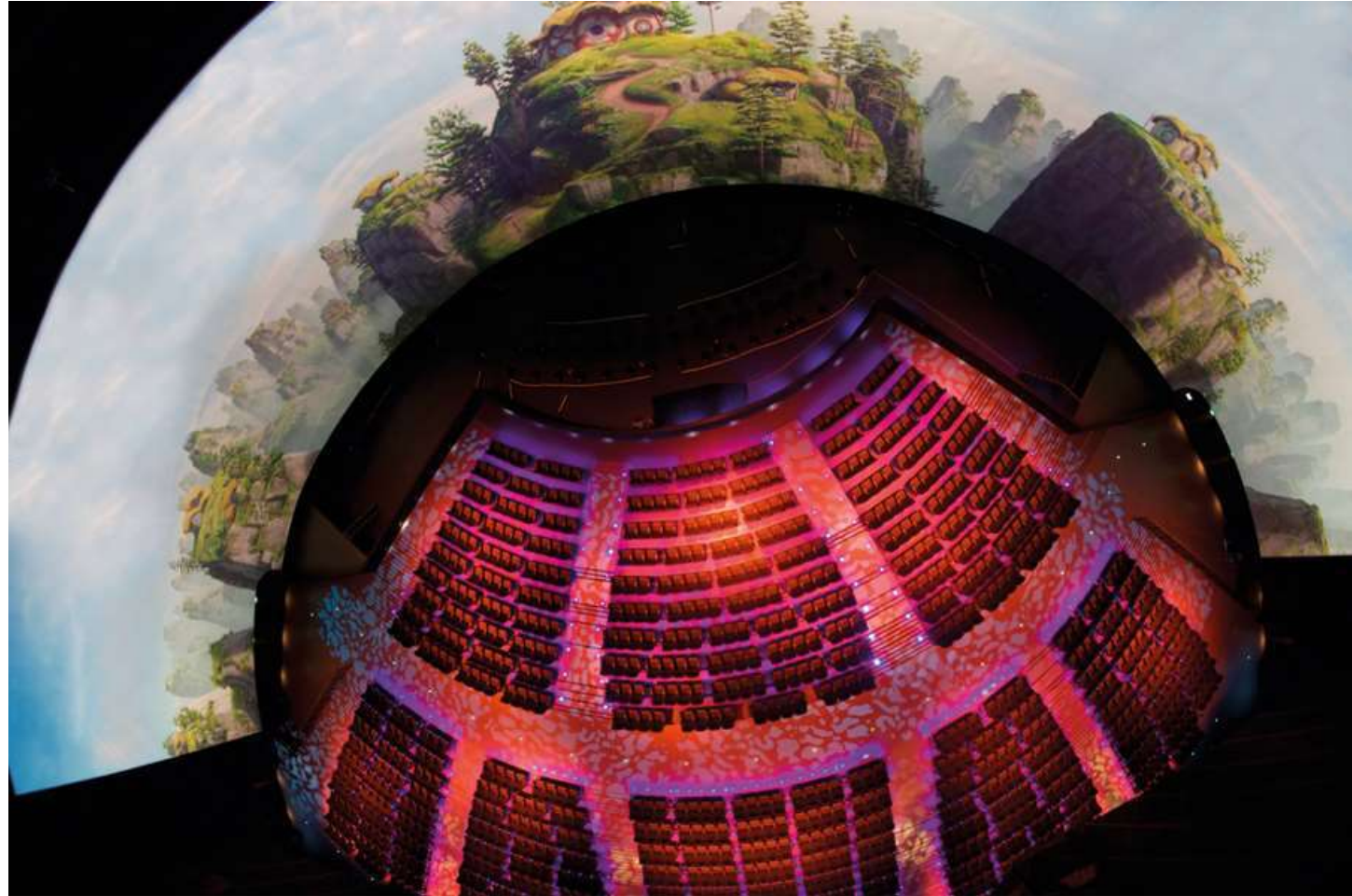


**EXPERIENCE FROM THE PERSPECTIVE OF A CREATIVE  
TECHNOLOGIST –**

**MEDIA TECHNOLOGY AND CULTURAL PROJECTS – MOVING  
FROM SUPPORTING CULTURE TO THE FRONT OF THE STAGE!**

LUBEC Italy  
Kevin Murphy | October 2021

- Media & Audio-Visual technology for:
  - » Museums
  - » Theme parks
  - » Science centers
  - » International Expos
  - » Brand centers
  - » Automotive companies





**Titanic Belfast  
Northern Ireland**



**Saudi Arabia Pavilion:  
Dubai Expo 2020**



**Experimenta  
Heilbronn Germany**







© Gerada Studios Wish Belfast

- » Place making
- » Past troubles
- » Bringing tourists back
  
- » Open over 8 years and working well.
- » 700,000 people per year on what was a derelict site – 80% from outside N Ireland
- » Recognised worldwide as a center of excellence
- » Profitable and employs 250 people
- » A sad story – told well and now a happy one!





- » Big images
- » Mixing projection and crowds
- » Before cost-effective LED



Experience Photos  
© Event Communications Ltd



## GHOSTS IN THE CABINS

- » Peppers Ghosts
- » Reconstructions





- » Need for a trial
- » Innovative presentation
- » Never seen before



- » Sharing interaction as a group
- » Exploring the Ship plans





- » Traditional dark ride in a historic attraction
- » Flying Theater in a previous design



- » Not everything goes to plan
- » Dramatic reveal to the slipway





## Experimenta – SCIENCE CENTRE



- » Conference area
- » Demonstration space
- » Planetarium
- » Large screen theatre
- » Benefactor who wanted the best and latest
- » Working with a manufacturer – Barco for XDL RGB Projection
- » Flexible and state of the art space
- » Unique





- » Innovative presentation space.
- » Demonstrations or conferences



- » Large format films 2D & 3D
- » 8K High resolution Laser projection





- » Flexible stage during films

- » Full blown Planetarium
- » Star Ball
- » Software tours of the Universe







- » Showcase to the World
- » Cultural stories on a huge scale
- » Millions of visitors
- » 24 Month build

Experience Photos  
© BMA Boris Micka





- » Entrance to 'pull' guests in
- » Custom Low Resolution LED and Lighting



- » Projected images mapped on to setworks



## HERITAGE & LANDSCAPE



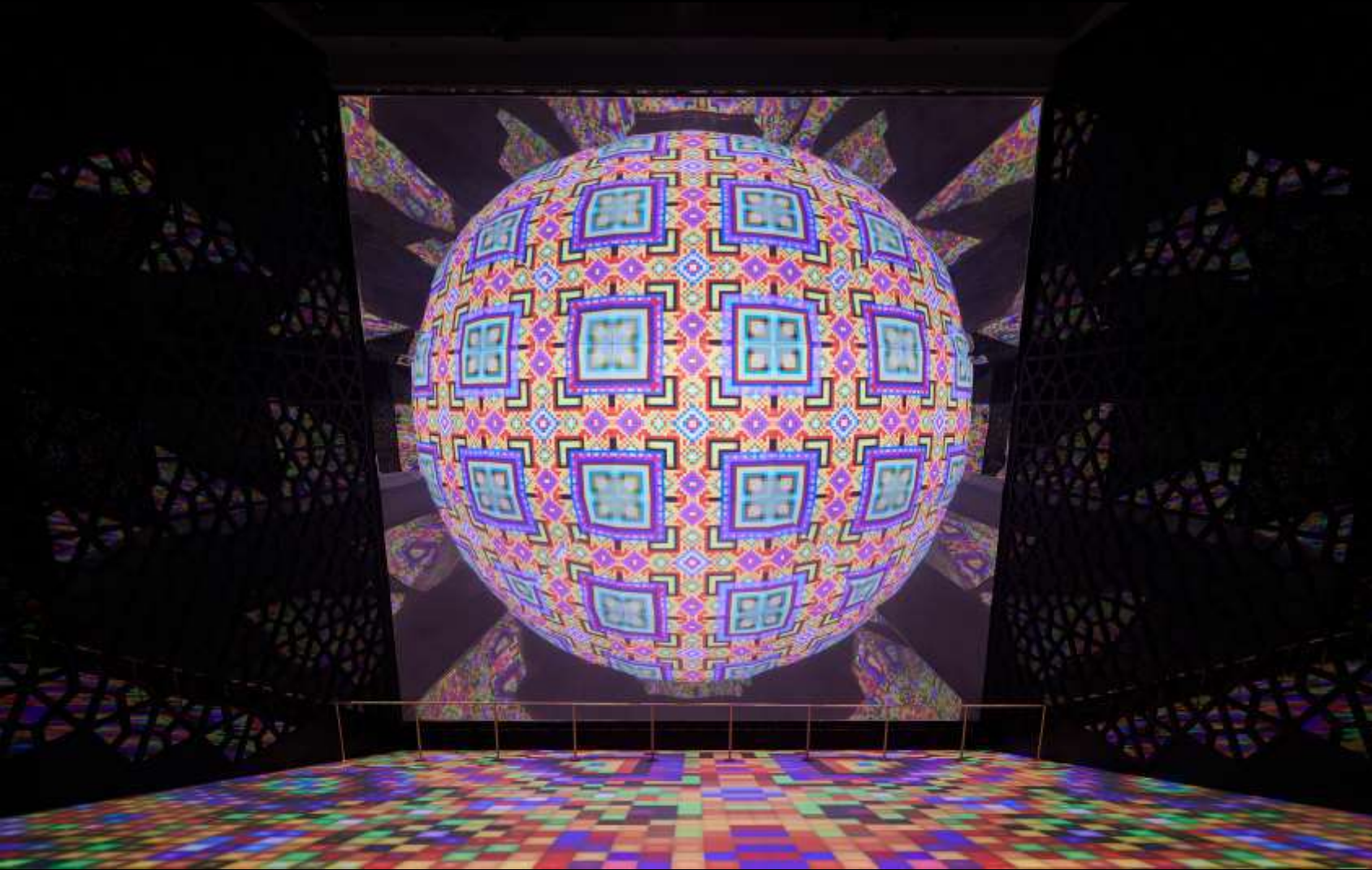
- » Digital Panorama – very high-resolution images for close viewing.

## HERITAGE & LANDSCAPE



- » High resolution 'saucer' LED
- » High resolution curved backdrop





- » 4M x 4M Kaleidosphere effect
- » Atmospheric space
- » Art installation and a Wow! factor



# IDENTITY FUTURE DESCENT



- » The future of KSA
- » 2030 hand blown crystals representing Vision 2030
- » 31 Projectors – 16 Audio channels





## What makes a project successful?

- » Technology should only be used when needed – but some attractions are impossible without technology! All projects use very few objects!
- » Changes in technology enable a different approach – be brave but with all eyes open.
- » Difficult exhibits need a full technical trial – sometimes mistakes are made.
- » It is all about the content and story.
- » Teamwork and honesty.
- » Fair contracts and passion! No contractors between technology and the objectives.
- » They work! The correct technology designed and built professionally, is very reliable.



## System Integrators are not understood but they are like chefs....

- Anyone can work to a recipe – but a good meal comes from good cooks
- ✓ Experience to select and buy ingredients - Technology
- ✓ Design, blending and mix
- ✓ Final preparation
- ✓ Delivery
- A LIST OF EQUIPMENT IS NOT A RECIPE FOR SUCCESS
- GOOD AND EFFECTIVE AUDIO-VISUAL TECHNOLOGY COMES FROM EXPERIENCE.

