

R TIME AFTER TIME AFT



(Above right) Visitors learn about life as a Roman soldier on the edge of the Empire and archaeology at two museums on Hadrian's Wall

A Heritage Lottery Fund grant has enabled the work at the Roman Vindolanda Fort & Museum and the Roman Army Museum. Both museums are on Hadrian's Wall, UK, run by the charity Vindolanda. Studio MB did the exhibition design and Electrosonic was the AV systems integrator.

The main aim of the museums is to bring Roman times to life for all ages and to show off Vindolanda's important archaeo-

logical finds. Audio visual techniques have been used sparingly, but to good effect.

One exhibit, Professional Soldiers, explains how the soldiers were paid a regular salary in coins. Above the display of coins is an LCD screen showing enlarged images of individual coins.

At the Roman Army Museum, the Pepper's Ghost technique is used to show a fearsome recruiting centurion in his tent, assessing visitors to see if they're fit for service. Diary from the Frontier provides a dramatic reconstruction of what life was like for soldiers on the edge of the Empire.

INTO THE FUTURE

Another project Electrosonic has recently been involved with is at the other end of

the spectrum – propelling visitors into the futuristic world of space travel. It whisks them off on virtual journeys to Mars and the moon and showcases the next generation of spacecraft.

The exhibit – Exploration Space: Explorers Wanted – at NASA's Kennedy Space Center Visitor Complex, examines the near future of space exploration and combines live theatre and interactive exhibits.

The area was designed by BRC Imagination Arts, in collaboration with the Kennedy Space Center Visitor Complex and Delaware North Co Parks and Resorts. The immersive exhibit gallery uses large-scale digital projections, dimensional exhibits and interactive experiences to invite visitors to the space exploration. ►

(Below) NASA's Kennedy Space Center Visitor Complex combines live theatre, interactive exhibits and media to explain the future of space exploration



Concept i has designed three entertainment zones at the Kuwait 360 Mall

► Twice an hour the entire exhibit is transformed into a live immersive show environment for a 12-minute presentation called Explorers Wanted, in which a NASA communicator talks guests through new missions, new discoveries and the challenges of space exploration.

"During the show, visitors sit on bench seats, surrounded by digital imagery, as the communicator inspires the audience to become part of a NASA mission and the future of space exploration," says Tom Brighton, media support specialist at Electrosonic. "The main show is displayed on a series of fixed, geometrically shaped screens. The primary content is shown on a large 14ft (4m)-wide centre screen and a secondary 12ft (3.6m)-diameter circular screen, stage right. Two additional projectors display content on four trapezoidal screens, which grow progressively larger in size as they arc over the centre screen."

The exhibit and show is run by a Medialon Manager control system, with content served by 10 of Dataton's Watchout players feeding nine projectors and one monitor. Dataton's marketing manager, Fredrik Svahnberg, says: "We love projects which push Watchout to new limits. The result is an immersive audiovisual experience which educates, as well as telling a thrilling story of potential."

INTERACTIVE FUN

Multimedia and technology is the USP and tool to drive repeat custom at the Kuwait 360 Mall, which opened last year. This luxury, three-storey shopping centre houses three entertainment zones designed by Concept i. There's a 7,000sq m (75,000sq ft) family entertainment centre – Infunity – a 1,500sq m (16,145sq ft) teen zone – Freeze Club – and a 3,500sq m (37,700sq ft) bowling complex – The Bowl Room.

Business development manager, Hidemizu Kanamoto, says: "We were briefed to stimulate real cerebral and physical challenges to inspire return visits."

Interactive play activities have been morphed into digital games technology. A suspended ropes/climbing course is intertwined with the rollercoaster and go kart environment, using the first ever translucent Plexiglas climbing wall with dramatic colour change lighting. Digital media walls are used to project gaming displays throughout the attraction.

The future for this sector looks thrilling. As Kanamoto says: "New technology is more reliable and cost-effective, broadening the options for designers. The interface between people, space, entertainment and communication is continuously becoming more human, natural and friendly." ●