

Melbourne Central Retail Lower Ground Upgrade

Melbourne Central Retail Lower ground upgrade – it was felt that the lower ground floor had a lack of foot traffic and so they were looking at partnering with other parties to increase revenue capabilities and to give back to the community. The solution that was accepted was the integration of public art portals where the centre would work in conjunction with local artists to present their works onto projected containers.

The total project included five projector portals, two LED portals (15 screens and 8 screens) and one sound only portal. In these spaces seven of the eight spaces are used to distribute video art and one portal is commercial advertising. The artwork is then distributed via the VPN of the client's network through a licensed software product and the network interface

DETAILS

» Job Value \$450,000

was linked via the existing fibre network in the shopping centre which allows the update of new video content from either Level 10 offices or remotely at the Mars Gallery. A cloud wall is featured at the entrance to the lower ground level providing a sound scape that entices the participant to the area and inducts them to the experience that is to follow.

There was also a wireless control which allows the artwork to be changed over or the volume control at the portal itself.

Through extensive consultation, a solution was achieved that meant that all parties were able to reach their final goal and in the process, were able to produce the largest public display of artwork in a retail space.



1 Portal 1 – 5 x 3 video wall art display



2 Ooh Media digital signage wall at entrance to train station