

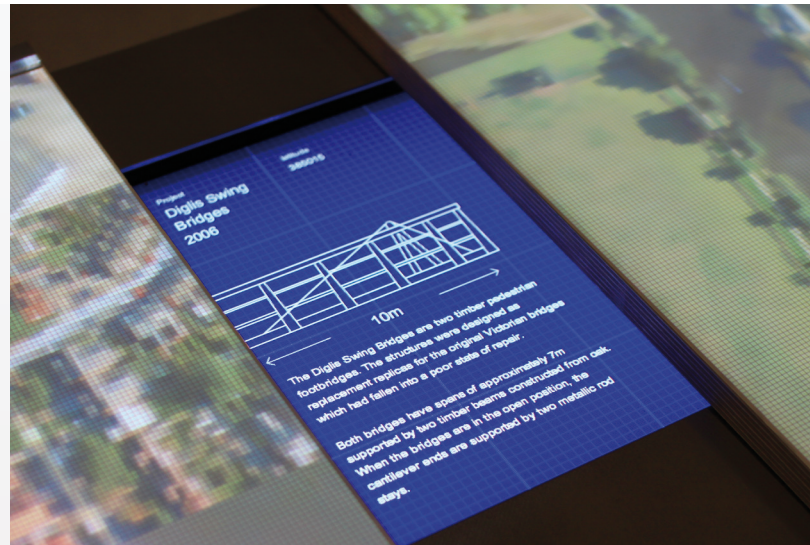
NEC Display Solutions Client Installation **Signage**

# ARUP PHASE 2



CREATING AN INNOVATIVE INTERACTIVE EXHIBIT ABOUT BRIDGES

Arup's roots lie in structural engineering where it first gained worldwide attention with the design of the Sydney Opera House. More recently, involvement with the 2008 Olympics in Beijing, reaffirmed its reputation for delivering innovative and sustainable designs that reinvent the built environment. Embracing the unique dimensions of NEC's Bar Type display, Arup wanted to create a hands-on interactive exhibit to illustrate the art of bridge design, a significant area in Arup's portfolio of expertise.



## THE CHALLENGE

THE INTERACTIVE EXHIBIT NEEDED TO DEMONSTRATE THE UNIQUENESS OF BRIDGES AND ARUP'S METICULOUS KNOWLEDGE OF BRIDGE DESIGN

Many of Arup's projects leave a legacy to subsequent generations, a legacy that outlasts any one individual. Putting sustainability at the heart of its work is one of the ways in which Arup exerts a positive influence on the wider world. An integral part of this principle is placing themselves at the heart of the community and recognising the importance of culture and innovation in creating our future built environment.

This led to the founding of the Phase 2 gallery in 2008. Located at 8 Fitzroy Street, London, the venue is a space in which to explore connections between art, design and engineering. Through its

curated exhibitions Arup aims to engage with the creative community, the general public and its project partners.



'Our Bridge Stories exhibition, as well as being about the engineering of bridges, is also about the evolution of photography. We wanted an exhibit which combined these two elements in an innovative way', said Arup's curator and founder of Phase 2, Jennifer Greitschus. Bridge building is at the heart of Arup's expertise and the interactive

exhibit needed to demonstrate the uniqueness of bridges and of Arup's meticulous knowledge of bridge design.

## THE NEC SOLUTION

THE NEC X431BT OFFERED AN INSPIRATIONAL SOLUTION

To develop the new exhibit, entitled BridgeSpan, Arup commissioned digital design group onedotzero together with interaction design specialist Kin Design. Kin, having worked with NEC on previous projects, became aware of a recently launched display offering a unique format. Matt Wade, founder & creative director at Kin Design said 'a standard 16:9 screen was too square and too conventional for this exhibit.

'The NEC X431BT offered an inspirational solution, since the dimensions were



end of January 2011. Due to popular demand it was extended until March. Open Monday to Friday free of charge to the public, the gallery celebrates the link between art, innovation and engineering design.

Kaveh Shirdel, freelance user experience designer for Arup said 'The response has been excellent and the screen is a fundamental element to the exhibition's success. I have had the best feedback from this exhibition out of the three I have worked on with Arup'. The BridgeSpan exhibit has enabled Arup to utilise its immense archive of imagery and has provided a superb centrepiece to the Bridge Stories exhibition.

less like a table and more like a bridge'. Embracing the dimensions of the NEC X431BT, Kin Design worked with AU Studio to develop customised housing for the exhibit that incorporated NEC's screen set below two sliding panels displaying digital photographs and mapped locations of each bridge. Visitors slide the two panels apart, the space between them representing the bridge span, revealing numerous bridge designs on the screen below. The installation provides

an interesting way to explore Arup's archive of imagery and architectural and structural data.

## THE RESULTS

### THE SCREEN IS A FUNDAMENTAL ELEMENT TO THE EXHIBIT'S SUCCESS

Bridge Stories opened at Arup Phase 2 in October 2010 and was originally scheduled to run until the

## INSTALLATION INFORMATION

### SITE INFORMATION

#### SECTOR

Architectural Design

#### CLIENT LOCATION INFORMATION

Arup Phase 2, 8 Fitzroy Street, London W1T 4BJ

[www.arup.com/phase2](http://www.arup.com/phase2)

Facebook: Arup, Phase 2 exhibitions

#### NEC INSTALLATION PARTNER

Kin Design [www.kin-design.com](http://www.kin-design.com)

+44 (0)20 7242 1302 Installed October 2010

### EQUIPMENT AND BENEFITS

#### 1 x MULTISYNC X431BT IN TABLE TOP INTERACTIVE INSTALLATION

43 inch LCD display offering a unique 16:4 format to illustrate bridge spans on an interactive table top configuration.

The special design of the X431BT enables users to implement creative applications that open up new, effective ways of appealing to customers. Numerous connection and usability features such as LAN control, help to safeguard operator investments.

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