

NEC Display Solutions Client Installation **Leisure**

DE BIJLOKE MUSIC CENTRE



ORCHESTRATING A DYNAMIC DIGITAL PERFORMANCE

A contemporary music venue offering an eclectic program, this is an architectural and musical delight for lovers of the arts. Both locals and visitors to Ghent, Belgium, are promised a treat for their eyes and ears at the De Bijloke Music Centre where dynamic digital signage contributes to creating a memorable visitor experience.



De Bijloke Music Centre is a dynamic music venue where international artists from all over the world meet with the public. Once a medieval infirmary, the building has been transformed into a modern music centre comprising four concert halls, library, foyers, offices and hospitality services. Located in the heart of Ghent, De Bijloke produces over 100 concerts, recitals and performances and stages or receives

another 80 plus shows and collaborative works, attracting over 100,000 visitors, classical music lovers and aficionados each year.

THE CHALLENGE

Visitors to De Bijloke enter an elegant foyer with steel pillars and glass structure spanning the old

hospital buildings, a contemporary space delightfully contrasting old with new. Wishing to welcome and inform visitors, whilst complementing the modern surroundings, De Bijloke management planned to install a dynamic digital signage system.

‘Our goal is to have a more lively interaction with our public, to inform them about our concert agenda and to guide them to the right concert room,’ says Daan Bauwens from De Bijloke. ‘We will use these screens for multiple purposes. They will be used to inform and to guide, and they will help to create an animated environment for our concerts.’

THE SOLUTION

The installation was managed by Whitemilk bvba, specialists in audio visual integration. Specifying NEC display technology, Isolde De Witte, Whitemilk’s Commercial Manager explains the requirements:



'The displays need to be robust and designed for intensive use over periods in excess of 12 hours a day. For the videowall solution the ability to fine-tune the overall colour equality is really important.'

Both 46" and 55" models from the NEC V Series are located throughout the venue to guide visitors through the building. Information about the current

music program is displayed, available to view in the foyer, the bar, the booking office and the upstairs piano lounge and restaurant. NEC's V Series commercial displays with LED backlighting are lightweight with a slim depth and deliver exceptional colour uniformity. Offering exceptional value for money the V Series consumes minimal power thus ensuring a low cost of ownership.

The videowall, constructed using nine NEC X551UN 55" ultra narrow bezel videowall displays in a 3x3 configuration, is located in the centre of the main hall and informs visitors of the Season's concert program. Direct LED backlight technology not only minimises power consumption but ensures perfect uniformity, essential for large videowalls and a major consideration for De Bijloke.



THE RESULT

Dynamic content which complements seasonal performances and assists visitors to get the most from their visit to De Bijloke Music Centre has greatly contributed to the overall visitor experience.

Daan Bauwens confirms: 'These screens can create an atmosphere that suits the concert perfectly - the public's experience can only benefit from this.'

INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

Leisure

CLIENT LOCATION INFORMATION

De Bijloke Music Centre

www.debijloke.be

INSTALLATION

Completed November 2013

INTEGRATION PARTNER

Whitemilk bvba

www.whitemilk.be

EQUIPMENT AND BENEFITS

9 x NEC 55" MultiSync® X551UN videowall displays

4 x NEC 46" MultiSync® V463

3 x NEC 55" MultiSync® V552

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