



## Client: V&A Dundee

### The Brief

Jamie Gray, Head of Digital and IT at the V&A Dundee – Scotland’s Design museum, contacted AV One Solutions in April 2024 requesting a quote for the supply only of a 3x3 LCD videowall. With a tight budget and a deadline of 3rd May to support the promotion of new exhibitions, Jamie needed the equipment supplied and ready for installation promptly.

### Background

The first ever dedicated design museum in Scotland and the only other V&A museum anywhere in the world outside London, V&A Dundee provides a place of inspiration, discovery and learning through its mission to enrich lives through design.

V&A Dundee opened in September 2018 and has since attracted over 1.7 million visits to the museum. The museum hosts a series of free exhibitions as well as major exhibitions and public events.

### The Project

Always seeking to attract more visitors to the museum and in turn encourage them further into the major paid exhibitions the team at V&A wanted to elevate the appeal and boost the number of customers visiting the major exhibitions.

In order to do this they were keen to use the space to elevate the promotion of the exhibitions ‘behind the wall’. Previously using just static imagery the team wanted to turn this into an immersive showcase to promote the exhibitions – bringing these to life, capturing interest and attention to ultimately entice more people through the doors.

The team wanted a 3x3 LCD videowall to display an exhibition trailer throughout the day, with accompanying audio. The audio needed to be clear and powerful enough to compete with the ambient noise in the busy foyer.

### Our Approach

After visiting the site and having thorough discussions with Jamie and the team at V&A we were able to visualise and understand their needs yet also the needs for the customer experience.

It’s a big open space, one which we knew would benefit from maximum impact. We understood their budget was tight but we knew an LED solution would provide superior impact, greater longevity and added flexibility for the museum and the team, over an LCD screen.

Working with the team we advised, supplied and installed a Samsung 130in IAC LED single canvas screen (the first of its kind to be installed in Scotland for the new IAC). This showcases the exhibition trailer throughout the day, with accompanying audio and provides added flexibility to split the screen for showing multiple promotions.

In the evening the screen has the potential to be used for events including connecting to a larger PA system for larger scale events.

This solution not only exceeded the project’s technical requirements but also remained close to their original budget, providing a superior-quality solution capable of delivering a high impact and engaging experience for visitors.

### Customer Feedback

*"The new screen has been a fantastic addition to the exhibition entrance, bringing the exhibition to life in a new way that is really engaging with our audiences, and helping to drive visits to the paid exhibition."*

*Working with AV One was fantastic. The whole process from briefing to install ran seamlessly, fitting around other exhibition build and events, and on an incredibly tight timescale to get everything completed before the exhibition opened."*