

Case Study

Brick canvas for stunning Texture Bar projection



Established in 1984, Masons Sound for Venues is a Manchester-based audio and video installation company providing video, audio and entertainment solutions for bars, clubs, restaurants, live music venues and other businesses.

Industry: Entertainment

Region: Manchester, UK

Installation Company:
Masons Sound for Venues

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Solution: Three Optoma ProScene EH505 projectors with short throw lenses

Challenge: Owners of Texture, a trendy new bar and club in Manchester, wanted to use projection across the 12m wide brick wall in this former Victorian warehouse as a striking digital canvas that could be used to change the atmosphere and ambience of the whole space.

Solution: Masons Sound for Venues installed three Optoma EH505 projectors, two of which are edge-blended across the brick focal point. The third projects imagery onto a four metre wide screen.

Results: Phil Mason from Masons Sound for Venues said: "It looks amazing. It is such a clever idea to use projection to change the look and feel of the whole room."

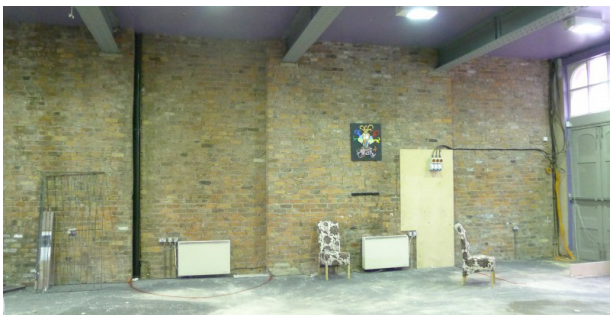


Challenge

Nicola Hoskin was developing her new bar, Texture, in Manchester and wanted to create an impressive centrepiece to this former Victorian warehouse.

The 4m high ceilings and ornate steel beams give the space character but the most striking feature is its 12m wide central brick wall, which, with different content projected, could be used to create a stunning digital canvas that would change the look and feel of the whole space.

Nicola appointed audio visual and interactive experts, Dovestarr, to create a design that would use technology to create a cool and amazing experience at Texture.

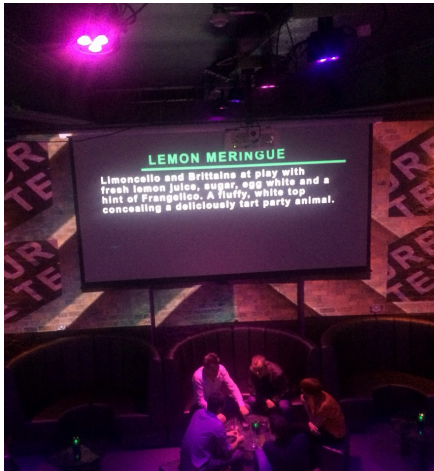


Nicola explained: “I wanted to create an environment that could be changed with the use of projection and lighting instead of actual physical things. The idea for the projection wall was inspired after I saw the building as it was such a great feature of the room.

“We also wanted to be able to host corporate/creative events and the projection would give us a great USP for such events.”

Texture is a new late night bar and space to hire in Manchester’s vibrant Northern Quarter. It is open Friday 4pm-3am and Saturday 8pm-3am. It hosts regular music events.

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texture-mcr.com



Dovestarr delivers audio visual and interactive experiences from concept to reality.

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Solution

Dovestarr's design included three projectors - two edge-blended across the brick focal point and the third to project onto a four metre wide screen.

The projections can be used to transform the space into a bar/club environment, including some very unique features that will make the club appear modern, stylish and cutting-edge.

Manchester-based Masons Sound for Venues recommended Optoma's 5,000-lumen EH505 projector for the installation due to its WUXGA resolution and its powerful image blending tools. Its image quality and outstanding brightness would also ensure the imagery remains sharp even when projected onto the brickwork.

The EH505 has multiple lens options, with zoom and focus adjustment to get the exact image size needed, while the wide lens shift range gets the image exactly where it is wanted. This combination of zoom, lens shift and choice of lens ensured that installation was straightforward.



All Optoma projectors use DLP technology, pioneered by Texas Instruments. This uses millions of mirrors to produce high quality imagery which does not suffer colour degradation over time, as sometimes experienced in other projector technologies. The dust-sealed, filter free design prevents dust and dirt from affecting the system ensuring optimal image quality with minimal maintenance. With full support for Crestron, Extron, AMX, PJ-Link and Telnet LAN commands, the projector can be controlled and monitored remotely over a LAN.

The Results

“It looks amazing. The bar itself is a big open box of a place. The projections absolutely make it special. It is such a clever idea to use projection to change the look and feel of the whole room. It means they can turn the venue into any theme.”

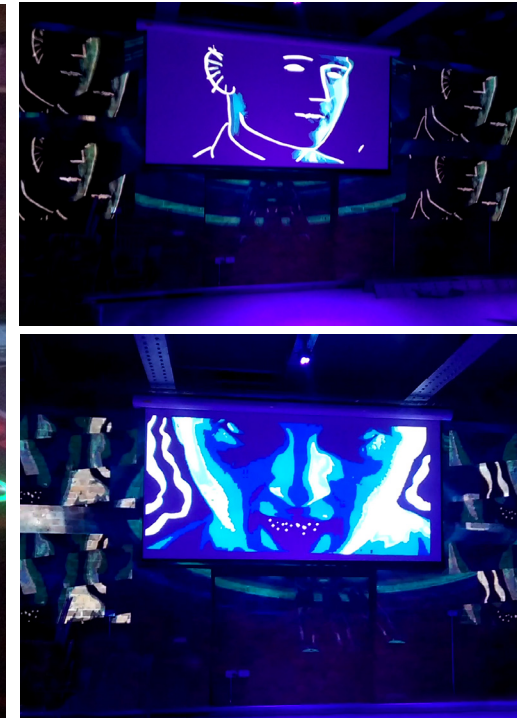
“There is a really good image even though it is projected straight onto brick. This is down to the image quality and brightness of these projectors.”

Phil Mason

Masons Sound for Venues

Nicola said: “People love how the wall looks. They are, at first, quite impressed with our large projection screen but when they see we can project over the whole wall, they are really impressed.

“We project everything from videos, films, art, and graphics. It looks amazing from subtle things in the background to full on in-your-face projection!”





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