

Application Story

New World Center



The Frank Gehry-designed New World Center in Miami Beach is the new home for the New World Symphony training institute.

Christie projection center stage at Miami Beach's impressive New World Center

Spectacular, impressive, amazing – all of these adjectives have been used to excess in the past few weeks while patrons and critics alike discover the Frank Gehry-designed New World Center in Miami Beach. And it's little wonder. The campus for the New World Symphony training institute boasts cutting-edge Christie projection systems throughout the 100,000 square foot facility, and the technical capabilities of the center are truly ground breaking.

To understand the scope of the project, understanding the mission of the organization is key. The New World Center is home to the New World Symphony, an orchestral academy for gifted young musicians. Only 3% of those who apply are accepted to this top-notch school, and graduates go on to perform with leading orchestras around the world. The \$160-million, six-story facility is loaded with the latest digital technology in its concert hall and 25 coaching and practice rooms, including interactive video screens so students can be coached by master musicians and composers from any location in the world. It also includes four chamber ensemble rooms, three percussion studios, three guest-artist suites, multiple recording studios and a conference room that doubles as a performance space.

Customer:

New World Center

Location:

Miami Beach, Florida

Industry/Market:

Education / Entertainment

Partners:

Pro Sound & Video, Miami

Requirements:

The client required reliable, digital projection solutions to showcase live performances by their gifted musicians. The systems had to provide consistent results in two separate environments - indoors in a light-rich, performance hall environment, as well outdoors on a 7000 sq. foot screen. Both settings required superior image quality, brightness and reliable performance with easy maintenance procedures and an overall low cost of ownership.

Summary:

New World Center, home of New World Symphony, an academy for gifted orchestral musicians, installed 14 Christie projectors to power the visual components to their public performances. With spectacular indoor and outdoor concert spaces, the installations provide amazing digital capabilities that enhance performances and captivate audiences.

Products:

14 Christie Roadie HD+30K projectors

Results:

The Center's debut was met with rave reviews from the world's media. The digital technology displayed at the inaugural concert proved that the venue is now the most advanced of its kind in allowing artists and composers to fully integrate music and video.



Ten Christie Roadie HD+30K projectors display images on five sail-like ceiling panels in the main performance hall.

What truly sets the concert hall apart is its unequalled video-projection capacity: A computer-synchronized system that can project moving images on five broad, sail-like ceiling panels from 10 Christie 30,000 ANSI lumen projectors, allowing composers and artists to fully integrate music and video. The sails help to make the room the most sophisticated symphony hall yet for assimilating video into a live musical experience. In addition to this, four Christie Roadie HD+30K 3-chip DLP® projectors can feed live concert images to an outdoor venue – the Miami Beach SoundScape Park, adjacent to the New World Center - and onto the 7000 square foot, six-story projection wall. The Center has even coined the phrase “Wallcast®” to describe this exciting new exhibition option.

A challenging installation

The entire construction project took months of cooperation from more than 10 partners, including Pro Sound & Video in Miami. Said Pro Sound’s Managing Engineer, Brad Gallagher, “Engineering was a huge issue for this project. The projectors mounted inside the sails had to be precisely positioned ahead of time in custom framework, aligned with glass port holes. Everything in the building is down to the inch, literally. All of the projectors are fed by a single synchronized coolux Pandora’s Box media system, so that an image can be moved seamlessly across all five sails. There are also four Christie Roadie HD+30K units in a projection tower that are used to project images of the symphony playing out into the park area on the outer wall of the facility six stories high and 100 feet across. Our projection design partners, Brian Elwell and Ben Cating with Acoustic Dimensions, did an excellent job ensuring precision in displaying content.”

The project was a great feat in engineering details. From positioning projectors to coordinating duct work and working around noise requirements, the team at Pro Sound & Video had their work cut out for them. “The Noise Criteria for the hall was designed as NC-15, so aside from the obvious challenges this poses for a 300+ pound projector, all of the HVAC in the building had to be abnormally large to reduce the air velocity in the duct work,” described Gallagher. “This ended up eating lots of space and making all of the mechanical rooms smaller. As a result, everything we put into the building was, quite literally, engineered to tolerances of only a few inches.”

The physical layout and design of the modern building also proved to be challenging to installers. “(Installing projection systems) is hard enough in a typical square building. In a space designed by Frank Gehry, where there are no right angles in the entire facility, it becomes quite a challenge. We kept

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Brad Gallagher, Managing Engineer, Pro Sound & Video

running into circumstances where a sprinkler or duct moved 2 inches and everyone thinks it’s okay, not realizing that now you can’t open the door to service the lamp or check the coolant,” explained Gallagher.

Why Christie?

With 80+ years of projection expertise and over a hundred thousand installations worldwide, it’s little wonder why Pro Sound & Video chose to install Christie projectors on this project. “There are a limited number of products on the market that can reach the brightness levels that are required

to compete with (performance) lighting, when front projection is required," denoted Gallagher. "There are 420,000 ANSI lumens of brightness being projected in a space that seats 756 people. That's 555 lumens per person – it has to be some sort of record!"

Christie is also well-known in the industry as providing powerhouse projectors that offer durability, easy maintenance, performance consistency and an overall low cost of ownership. Said Gallagher, "In our experience, the Christie product was, by far, the most reliable option."

Rave Reviews

After all the hard work and precision installation procedures required on the project, Pro Sound & Video Executive Vice-President, Rick Scharmann, is proud of his team and happy with the results. "They say a picture is worth a thousand words, and it's true in this case. (The Center) is pretty impressive – inside and out."

Brad Gallagher agrees, "The opening of the facility got rave reviews from everyone from the local press to *The New York*

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Brad Gallagher, Managing Engineer, Pro Sound & Video

Times. The operators are very happy with the functionality of the system. Even with the degree of complexity we had to work with, we had the projectors turned on and running before they were finished putting up all the walls. That sort of thing doesn't go unnoticed."

It would appear that the rest of the world agrees, too. After the facility's grand opening in early February 2011, press from all over the world touted the spectacular digital capabilities of the academy that showcase the enormously talented musicians who attend it. Quoted in the *L.A. Times*, "The new hall will dramatically increase the symphony's opportunities for public outreach and the use of digital technology." And it can't be put any more succinctly than that.

Contact Christie

Contact us today to find out how you can benefit from Christie projection solutions.



Miami Beach SoundScape Park, adjacent to the New World Center.



The performance hall is an intimate setting, despite seating 756 patrons.



This Christie projection solution helps artists integrate video and music.

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