

Application Story

Church History Museum



The Christie MicroTiles display

Using technology to bring the past to life

Built in 1983 on Temple Square in Salt Lake City, Utah, the Church History Museum lets visitors vicariously live the story of the Latter-day Saints. Exhibits shine a light on Mormon culture and history and bring to life the migration across the U.S. that the early settlers endured. Many exhibits focus on the Church's early history from the 1830s to the 1870s, but the museum also looks at the Church's presence in Latin America and other parts of the world.

In early 2010 Kurt Graham came onboard as the new museum director. One of his early plans for the museum was to install "a large, television screen ... that would grab visitors' attention and give them an idea of what they'd see in the museum". When he saw Christie® MicroTiles® at an American Association of Museums conference, Graham knew he'd found the right technology for The Church History Museum's lobby.

The museum lobby is a bright and welcoming space, but doesn't have a view to any of the museum galleries. To give visitors a window into what the museum has to offer, Graham had the video wall of Christie MicroTiles installed in the lobby.

"This wall is the first thing that people see when they walk in the front door. They cannot miss it. The MicroTiles ... grab visitors' attention" enthuses Kurt Graham. "The tiles were designed to be a hook — to get people hooked on our topics."

The lobby's video wall displays snippets and vignettes of different areas of the galleries that give visitors a glimpse into what they can expect from their visit to the museum.

Walking along side their ancestors

Installed in July 2011, the 12 by 6 tile display dominates a 30-foot wall in the lobby. It's easy to change the content shown, making the display wall the ideal forum for sharing constantly-changing information. One third of the wall shows

Customer:

The Church History Museum

Location:

Salt Lake City, Utah, US

Industry/Market:

Museum

Requirements:

The Museum wanted a display tool that would draw in visitors to the exhibits. The display needed clear, bright images and had to be versatile and reliable.

Summary:

As part of its goal of reaching generations of new visitors, the Church History Museum installed a Christie MicroTiles video display wall in the museum's lobby.

Products:

- Christie MicroTiles

Results:

The impressive new video display wall greets visitors as soon as they enter the museum's lobby and lets them know what's happening in the museum, how to find their way around, and explore the history of The Church of Jesus Christ of Latter-day Saints.

advertisements, banners, directions to the museum space, and highlights of featured exhibitions, and serves as an excellent orientation guide. The other two-thirds of the display show several video loops of old film footage of original church leaders.

Superimposed on this footage are images of a modern-day family, seemingly becoming a part of the historic experience "walking along side their ancestors across the plains," explains Graham. These images of historic and modern Latter-day Saints co-existing serves as a metaphor of what the visitors experience in the museum as they step back in time and experience the history of the Church.

"The technology of the MicroTiles is impressive... What was interesting to me was how flexible and versatile a digital canvas the MicroTiles can be. We haven't even had a chance to explore all they can do." says Graham.

Re-imagining the museum for future generations

The Museum is in the process of delivering on its new mandate of re-engaging audiences that have not been acknowledged for a number of years and attracting future generations. "The Christie MicroTiles generate a lot of enthusiasm for where the Museum is now and for what can be in the future." Graham states.

This successful revitalization of the Museum melds a respect and understanding for the past and the roots of the Church with a bright and optimistic view of the future.

Graham explains that "We look at the MicroTiles as a down payment on some of the larger re-imagining we're undergoing."

The museum wants to combine some long-term exhibits with rotating galleries, new exhibits, more digital visual display technology, and other forms of media such as their website and new marketing and advertising.

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Video footage shows modern and pioneer Latter-day Saints together.

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