THE GLASSHOUSE INTERNATIONAL CENTRE FOR MUSIC / NORTH MUSIC TRUST

Universal provide The Glasshouse with Digital Signage Upgrade.

The Glasshouse International Centre for Music, formally known as Sage Gateshead, is an international centre for music located in an iconic building in Gateshead on the banks of the River Tyne. It's a home for live music lovers, with gigs, concerts, and classes every week.

THE BRIEF

The Glasshouse is a facility leading the way in-terms of music creativity and performance capabilities, and wanted to upgrade its digital signage solution to match its cutting edge vision and goals. The incumbent digital signage solution was outdated and cumbersome and did not provide the flexibility and benefits a cloud-based solution would.

The new system had to allow multiple users to edit content easily and remotely, as well as schedule the screens to turn off automatically during non-operating hours. This would help save energy and reduce light pollution.

The existing estate consisted of 20 digital screens across the building;
- 1 x large 10m internal LED screen displaying content internally and externally
- 1 x large internal screen 6m displaying externally
- 2 x screens behind the box office
- 16 x external poster screens

SERVICES PROVIDED

CONSULTANCY

PROJECT MANAGEMENT

INSTALLATION

TRAINING

universal AV

DEVISING A SOLUTION

The Glasshouse reached out to us to explore the available options and how they could make the most of their existing screens and add more to their network. With flexibility being key, as well as the ability to control online, we suggested they look at Now Signage, a web-based solution, which would provide them with the flexibility they needed. After seeing a demonstration of the solution the team at The Glasshouse were happy it could meet all their needs.

INSTALLATION

In order to maximize and utilise existing audio visual estate, the original signage players were upgraded to run the new signage application (Now Signage). Two new internal 65" high bright screens were installed, facing outward to the east and west entrances with a new 65" portrait screen for room booking information located in the stairwell before the rehearsal rooms.

The team wanted to link the incumbent room booking system with the digital signage solution. A fire alarm interface was also developed to ensure all screens could quickly display emergency evacuation information through the Now Signage player.

SYSTEM IN USE & BENEFITS

The Now Signage solution installed provided the team at The Glasshouse with all the functionality they required, with the ability for the team to schedule individual screens with their own playlists or group several screens together. Staff can also update specific areas of the screen with relevant information for their departments or events.

The Universal team worked closely with the team at The Glasshouse to schedule works in and complete them within the desired time frame.

Mark Atkinson, Sales Manager at Universal AV Services comments; *"We were delighted to be invited back to The Glasshouse to work with them. To provide AV solutions to such an iconic building and venue was an honour."*

SERVICES PROVIDED

- CONSULTANCY
- PROJECT MANAGEMENT
- INSTALLATION
- TRAINING

universal
AV

" With our recent rebrand and vibrant new visual identity, our revitalised digital screen network plays a central role in welcoming visitors into the building, and introducing them to what we do as an organisation. Our public spaces are now filled with colour and movement, capturing the energy that happens inside our venue and programme. Having the flexibility to schedule and create custom playlists has allowed us to become more creative on our digital screens. We now use the screens to support wayfinding and share editorial film content alongside our marketing and fundraising content and can adapt to the changing modes of the building. It's also simpler for our team to schedule one-off content and playlists for our conference and event hires in the building.

As a hybrid team, being able to access the screens remotely means we have more control over the screen network, from troubleshooting any issues to easily powering down when we're closed. We're working towards being net-zero by 2030 so this functionality supports us in that goal to reduce energy consumption. "

RESULTS

Rachel Williams
Head of Digital
The Glasshouse