

## LED-Signs Goes to the Gallery

Visitors to the Art Gallery of Western Australia (AGWA) are used to being visually satisfied – usually after they have entered the gallery. But a new, full colour, LED display spanning over 30 metres across the entrance of the building has added a new visual dimension to Perth's cultural precinct.



This striking 10mm pitch, video display was commissioned to coincide with the opening of The Gallery's Picasso to Warhol Exhibition: Fourteen Modern Masters, a highly successful exhibition of an exclusive collection from The Museum of Modern Art, New York.



LED display technology is new to the AGWA and LED-Signs worked closely with the Gallery's architects to deliver a solution that met their specific needs. The display, consisting of five separate 6.4 metre LED sections & linked together to form a continuous display, was custom built to fit between existing entrance pillars and to include only minimal framework and visible fixings. The installation process also required some 'customisation', with no onsite drilling allowed following the arrival of the New York collection to avoid potential vibration damage.

LED-Signs worked closely with AGWA staff to develop initial content for the display.

Located in Perth's Cultural precinct, which includes Perth Library, the WA Museum and the Institute of Contemporary Art, the eye catching sign displays current and future exhibition information, welcoming messages, opening hours and ticketing details in text, graphic or video format. Content is managed by the AGWA marketing team via a video screen interface and a dedicated PC server.

The new sign is part of the ongoing renovation and restoration of the entire Art Gallery of WA building. LED-Signs was chosen to be part of this important project due to our proven experience in major custom built installations, which includes a striking animated artwork at the Museum of Contemporary Art in Sydney and multiple bespoke displays at Crown Casino in Perth.

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### DID YOU KNOW?

The Massachusetts Police force and the FBI used LED signage to help apprehend the two suspects in the recent Boston Marathon bombing.

Larger than life images of the suspects as well as news updates were displayed on large electronic billboards throughout the city. The billboards have also been used by the Emergency Management Agency to inform the public of approaching blizzards and other weather events.