



CASE STUDY

A bright performance at University of Sussex

Panasonic AV equipment takes centre stage at newly renovated Attenborough Centre for the Creative Arts.

The Attenborough Centre for the Creative Arts is located at Sussex University's campus, home to 14,000 students and 2,100 members of staff. The iconic building, originally designed by Sir Basil Spence, is now grade II listed and the extensive refurbishment has created an impressive modern environment.

Inside the Centre is a state-of-the-art flexible auditorium with seating for up to 350 or standing for 480 people, as well as exhibition, teaching and offices spaces. The building also has a new café and bar, rehearsal studios, breakout creative spaces and gallery and display areas designed for art and audio-visual installations.

Projection

As part of the buildings refurbishment the University installed a range of Panasonic projectors and professional displays to support the different activities that take place and to help it become recognised as an outstanding facility. This AV role out included the PT-RZ12K.

"The projectors are reliable"

The RZ12K is aimed at heavy users such as universities. The projector boasts native 120 Hz frame rate and is equipped with frame interpolation technology, which scales 24/50/60 Hz inputs to a higher frame rate, eliminating motion blur and increasing the motion picture sharpness.

The laser projector is equipped with 12,000 lumens of brightness at WUXGA and is designed for 20,000 hours of projection performance, without the need for servicing or filter replacement, creating a virtually no maintenance concept.

Greg Mickelborough, Production Manager at Attenborough Centre for the Creative Arts, said, "The projectors are reliable, they are laser which is exactly what we wanted for this installation."

Use of equipment

"The projectors have been really easy to use," added Greg Mickelborough "Either we plug a laptop in, or simply connect via wireless, and the projection is instant. So far the building and the equipment have been used by the University for debates, presentations, conferences and workshops."

"In the future, we expect to see the projectors being utilised in a range of different ways."

The Attenborough Centre has been described as a dynamic cultural hub on campus, creating a focus for the University and the wider community's artistic endeavours.

"For example we plan to have performances with impressive projections in the background, helping to create even more memorable productions. We will also be holding part of Brighton Festival here in the coming months, and future residencies, exhibitions and screenings." continued Greg Mickelborough.



A dynamic creative facility

Michael Farthing, University of Sussex Vice-Chancellor Professor, said, "The University has a long and proud history of nourishing artistic endeavour, and this refurbishment will go a considerable way to furthering this legacy.

"The Attenborough Centre is to become a creative hub for the University and the wider arts community both on a local and national level. It represents our deep commitment to investing in our campus and to providing an arts venue to be enjoyed by all."

The building was one of the first at the University campus and has seen internationally renowned performers such as Sir Ian McKellen, Gemma Jones, and comics Jack Dee and Lee Evans grace its stage. Sculptor Barbara Hepworth and modernist painter Marc Chagall have both exhibited works, and the contemporary dance companies Ballet Rambert and physical theatre troupe Spymonkey have also appeared at the venue.

With the help of audio-visual technology the newly refurbished building is able to continue to support emerging talent and established acts.

Lucy Meredith, Field Marketing Specialist for Panasonic Visual Solutions, said, "It's great to see our AV equipment being installed in a leading performing arts resource such as the Attenborough Centre for the Creative Arts. It's been interesting to hear the range of ways that the equipment will support the University."

Kit List:

PT-RZ12K- 12,000 lumens laser projector

PT-RZ670- 6,500 lumens laser projector

PT-RZ370- 3,500 lumens laser projector

PT-DZ780- 7,000 lumens lamp projector

ET-DLE250- mid throw lens

ET-DLE150- short throw lens

ET-D75LE30- projector zoom lens

TH-LFE8- thin bezel LCD display