CENTER AMAZON IMMERSION

DESIGN BRIEF

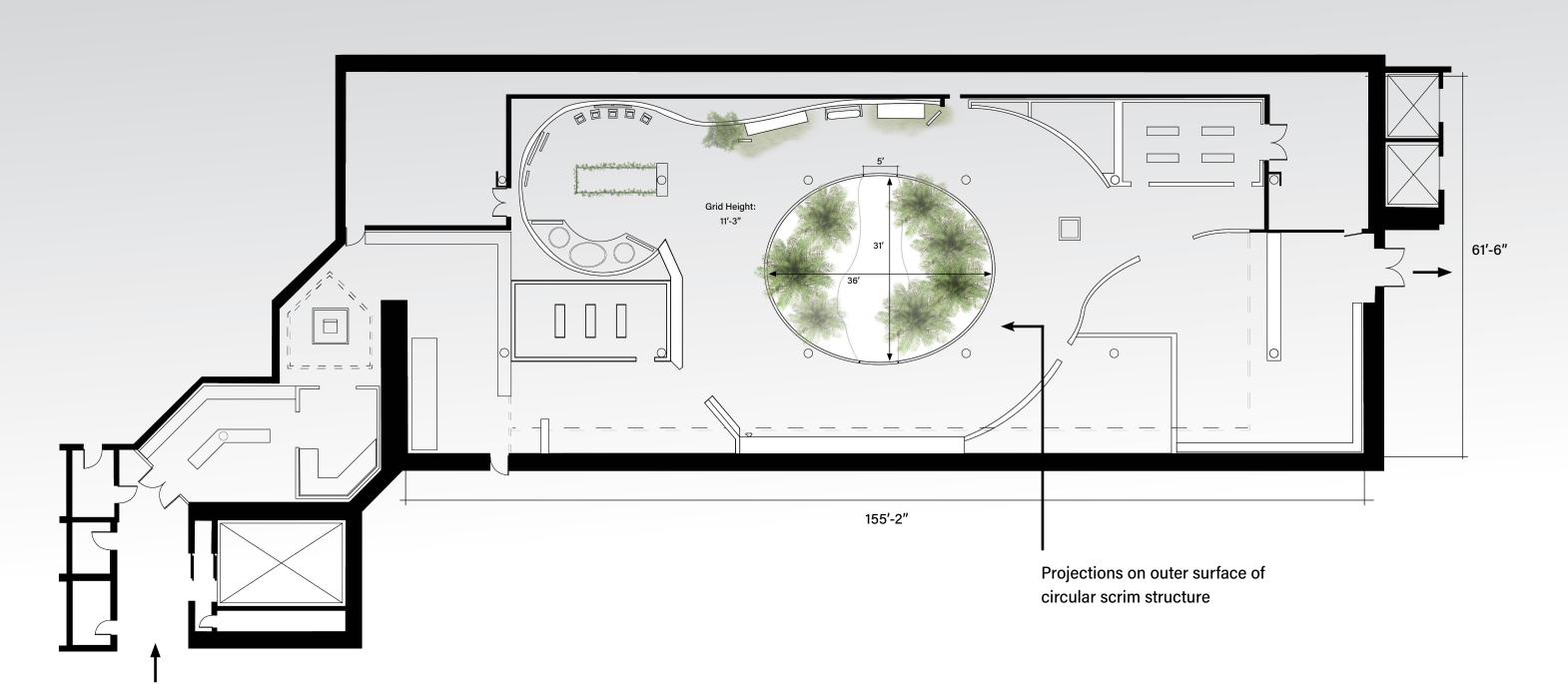
VIDEO SHOW

This experience is for the Forests in Peril exhibition at the American Museum of Natural History. Located in the central area in the exhibition is a circular space which immerses visitors into the under story of the Amazon Rain Forest. Ambient music of jungle sounds and low laying floor fog create a multi-sensory experience. To enhance visitors attraction to this structure, the outer white scrim surface acts as a projection screen for a scheduled video.

The video is a quick yet impactful message to visitors, summarizing the exhibition and creates a sense of drama within the exhibition space. The video will take visitors on an emotional journey through the story of our endangered environment. At the end of the video, visitors will be left with a thought provoking question. What will you do?

FLOOR PLAN

LOCATION OF PROJECT











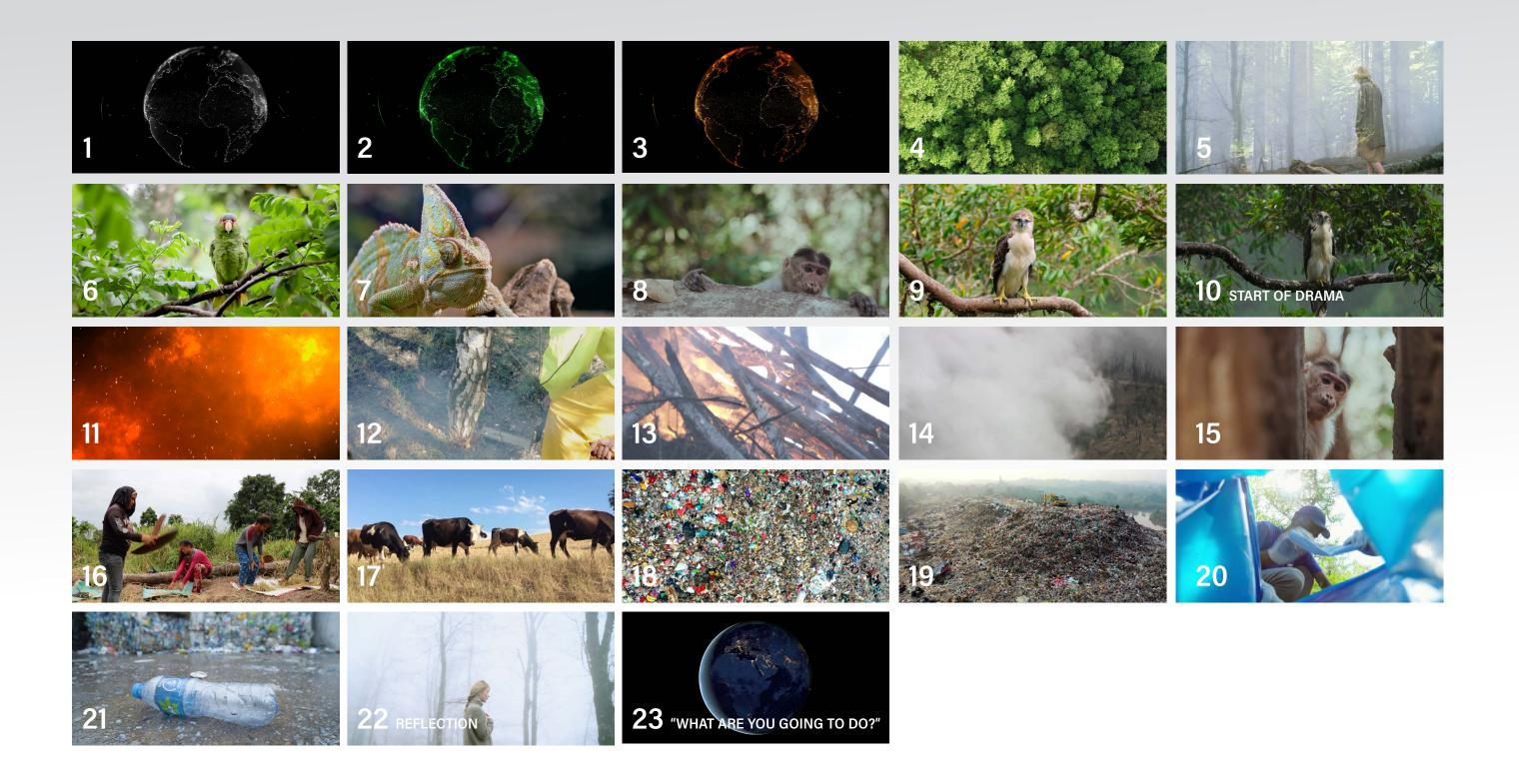
VIDEO WALL

curved scrim structure looking into immersive amazon under story room smoke on the floor and inside of the Amazon under story to create the illusion of fog 10'H 6"H

video projection screen

GRAPHIC PALETTE

HEALTHY FOREST TO NATURE DESTROYED



GRAPHIC PALETTE

SCENE CHANGES



Introduction

Abstract idea of a globe turning from black & white to green to red- symbolizing good and evil



Part 2- Drama

Forest and nature is being destroyed. Imagery of forest fires, clear cutting, farmland, animals and landfills. Audio of fire crackling and chainsaw begins.



Part I- Dreamy

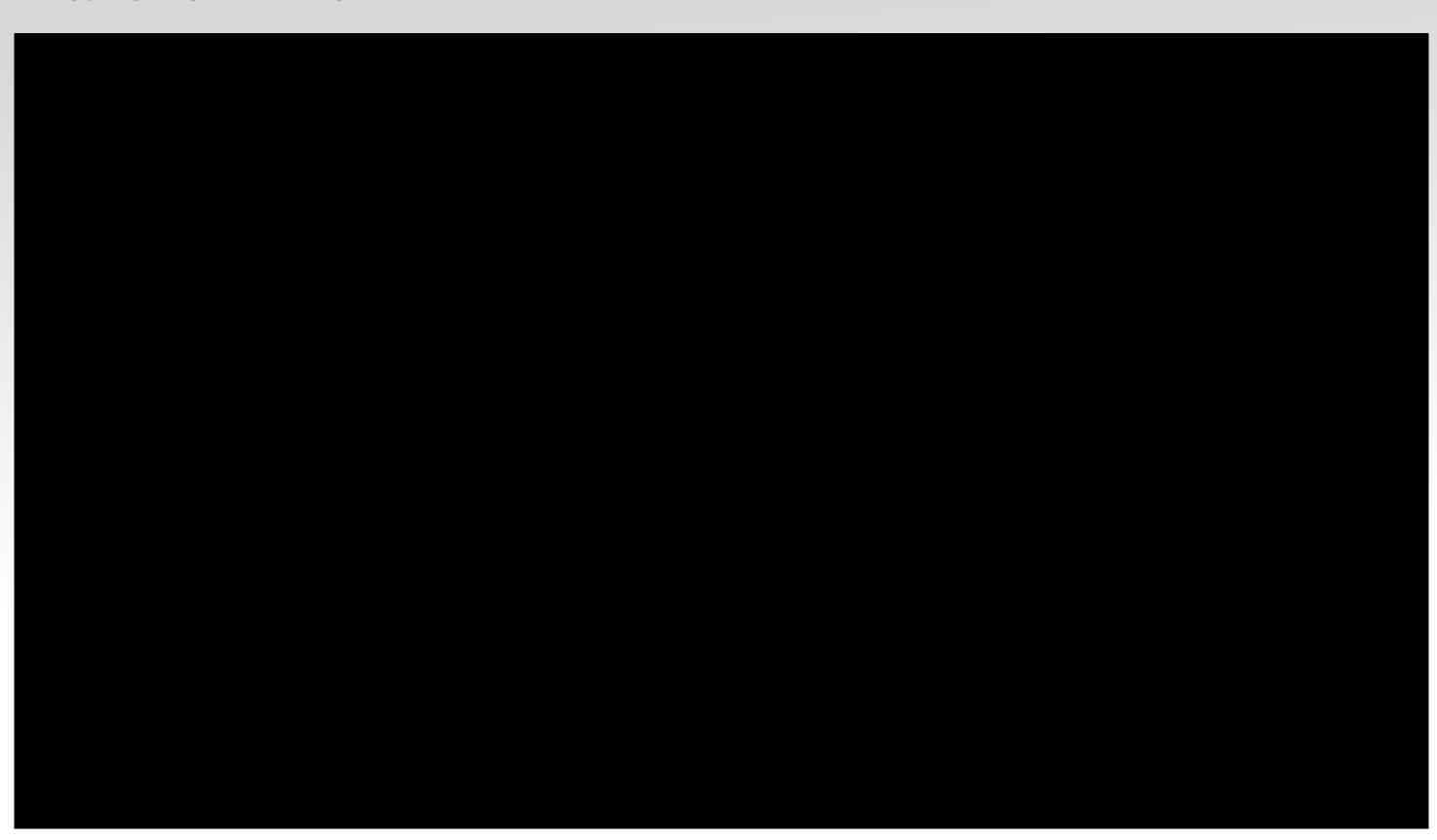
Begins with a girl walking through a healthy forest with imagery of nature and animals to create a sense of wonder-stuck. Audio of rain forest sounds begins.



Part 3- Reflection

Ends with the girl from part I walking in the destroyed forest and the globe from the introduction asking the visitors a question to ponder and reflect on. Audio of rain forest sounds continues.

PROJECTION VIDEO



VIDEO IN SPACE



MATERIALS

1.

White Chameleon Scrim Studio Productions Inc.

15'- 8" Wide

- fabric needs to be treated with a flame retardant (Rosco Flamex SF)
- for longer width- vertically seam scrim into panels with nonreflective and transparent tape



Alumin Light in 1" OD

Aluminum Pipe
Light in weight
1" OD



3.

Suspension Cables attach to top of scrim to hang from ceiling

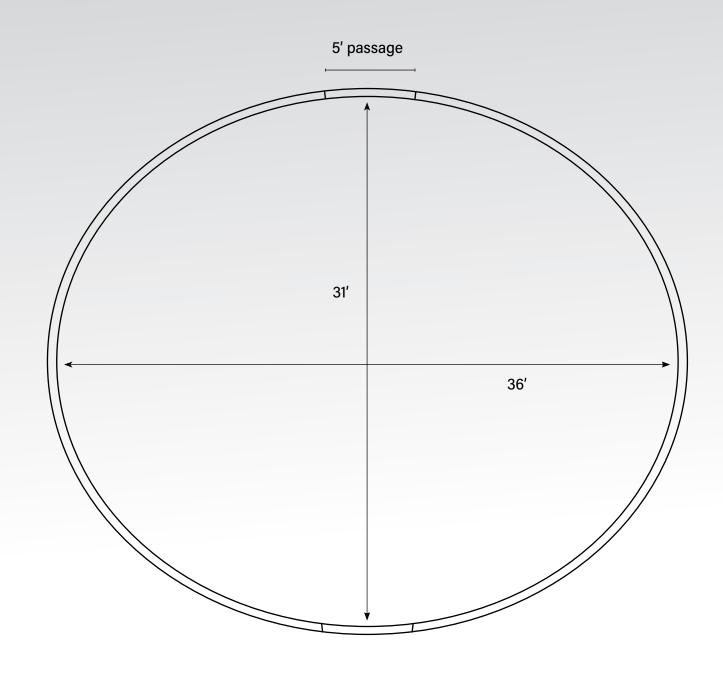


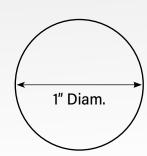
4.

Foot Clip attach to the bottom aluminum pipe & floor to hold scrim in place



DETAIL DRAWINGS ALUMINUM GUIDE RAILS

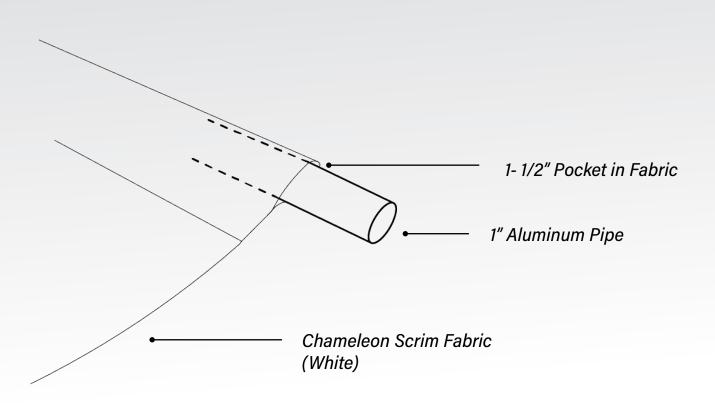


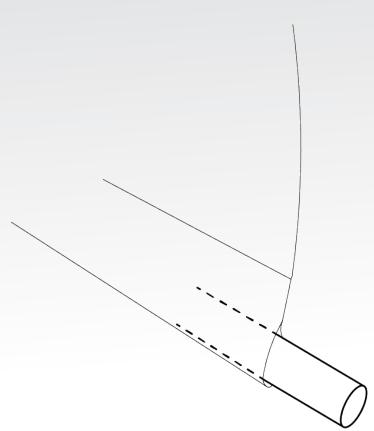


LOCATION: Sitting within the top and bottom of the scrim

DETAIL DRAWINGS | FABRIC



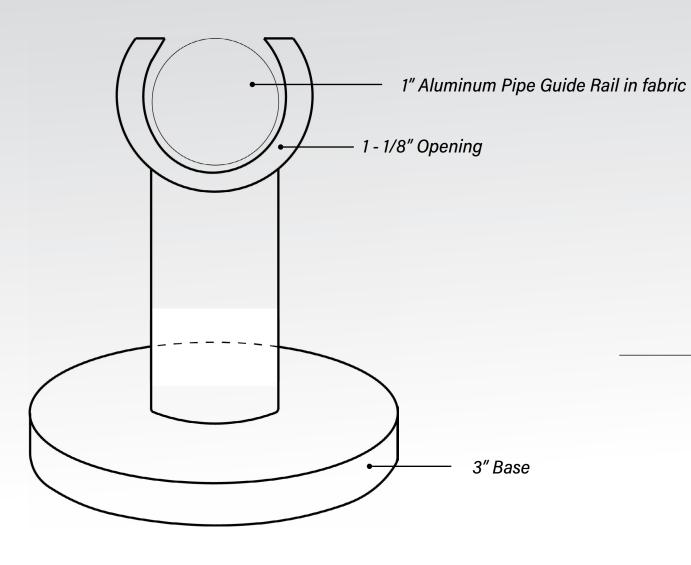


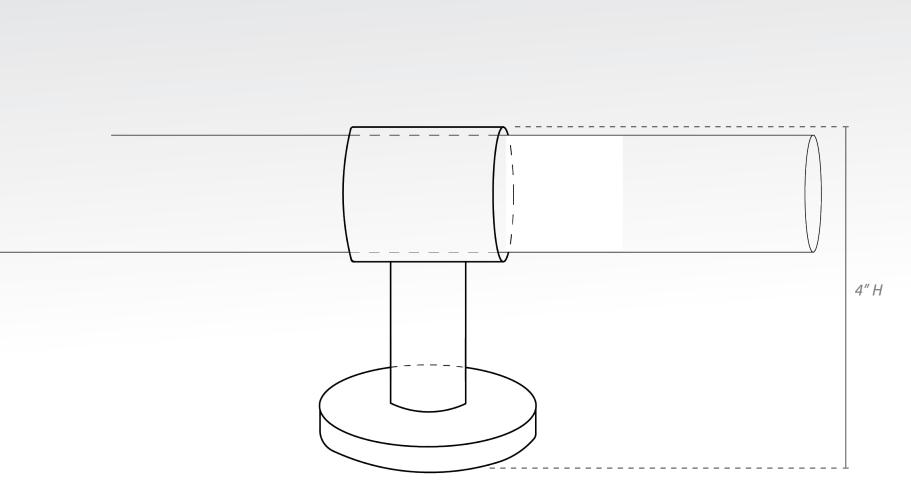


Top of Scrim

Bottom of Scrim

DETAIL DRAWINGS | FLOOR ATTACHMENT





Front of Attachment

Side of Attachment

PROJECTOR

MATERIALS

Located on the convex, exterior surface of the circular Amazon structure (31' x 36' x 10' high) will be a video projection. The video will go through the life of a tree- a forest growing (healthy) to it being destroyed by forest fires, clear cutting etc. This projection will play at scheduled times throughout the day (every hour) creating a sense of drama.

MANUFACTURER: CHRISTIE

PRODUCT MODEL: DHD850-GS

LUMENS: 6,900 lumen

DISPLAY TYPE: 1DLP 0.65" DMD

DIMENSIONS: 19.9 X 17.95 X 7.6"

SPACING: 15% overlap

ILLUMINATION PERFORMANCE:

20,000 (hrs) to 50% brightness





CEILING MOUNT

CHRISTIE ONE MOUNT

108-506102-XX

(9.4" X 9.4" X 7.9")

+/- 30 DEGREE (ROLL, PITCH, YAW)

SOUNDPROJECTION VIDEO AUDIO

At scheduled times of the day (every hour) the convex, exterior surface of the circular Amazon structure will have a video projected onto it, going through the life of a tree- a forest growing (healthy) to it being destroyed by forest fires, clear cutting etc. *This audio will start off similar to the ambient audio playing in the space and then gradually become more dramatic as scenes of forest fires and trees falling begin.* This audio will be playing over the ambient rain forest audio so it will mainly be heard by people standing relatively close to the structure.

MANUFACTURER: Pro Acoustics

PRODUCT NAME: 8 Yamaha VXC4 In Ceiling

Speakers and MA2120 Mixer Amplifier

DESCRIPTION: Certified by ENERGY STAR

MODEL NUMBER: #OFSS-8VXC4MA2120

OUTPUT LEVEL: -10dBV

POWER CONSUMPTION: 60W

POWER REQUIREMENTS: 100V-240V







SOUND

AMBIENT RAIN FOREST AUDIO

This audio is *general ambient sounds of a rain forest* (birds chirping, rustling in leaves, water flowing). It will immerse people into the space-especially when they are right inside of the circular Amazon room. Visitors entering the space (about 15' away from the structure) will faintly hear audio relating to the rain forest in order to create a sense of curiosity. As visitors get closer to the circular structure the audio will become louder and more prominent.

MANUFACTURER: Pro Acoustics

PRODUCT NAME: Bose Sound System (Ceiling Mounted)

DESCRIPTION: High-quality background music, without interfering with visitor's conversation.

MODEL NUMBER: #RSSS-6FS2CIZA190HZ

VOLTS: 70V

COVERAGE: Up to 3,000 SQ. FT.



GROUND FOGGER

MATERIALS

Located inside of the Amazon room and set off during the timed showing of the video projection, this fog machine will produce a low laying fog along the floor adding an addition immersive element to the space.

MANUFACTURER: Sweetwater

PRODUCT MODEL: Chauvet Hurricane (H700)

FOG OUTPUT: 1,500 cubic feet/ minute (cfm)

POWER CONSUMPTION: 471W, 39A @ 120V

POWER SUPPLY: Hardwired AC cable 120V AC/60Hz

DIMENSIONS: 4.9"H X 7.1"W X 8.5"D

ACCESSORIES: 6' wired remote



BEST PRACTICES

1.