

WEIDNERCA, DIVERSIFIED AND NANOLUMENS COLLABORATE TO ELEVATE SEGERSTROM HALL WITH STUNNING VISUALS

ELEVATING SEGERSTROM HALL WITH CUTTING-EDGE LED TECHNOLOGY

#FEBRUARY



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PROJECT OVERVIEW

Segerstrom Center for the Arts®, one of the nation’s most esteemed multi-disciplinary cultural institutions, sought to modernize its iconic Segerstrom Hall while preserving its timeless architecture. Built in 1986, the venue required a bold transformation to meet modern audience expectations. The goal was to integrate immersive LED technology to enhance visitor engagement, celebrate donors, and create a dynamic visual experience.



CHALLENGE

While Segerstrom Hall’s design remained iconic, the venue required modernization to incorporate video projections and digital displays seamlessly. The challenge was to enhance the space without compromising its aesthetic integrity. The primary objective was to create a stunning donor wall that blended innovative LED technology with the existing architecture.

SOLUTION



To bring this vision to life, Segerstrom Center partnered with WeidnerCA, a leader in designing experiential environments. WeidnerCA collaborated with Diversified and Nanolumens to develop a tailored LED display solution that seamlessly integrated with the hall's curved architecture.

THE PROJECT INCLUDED

01

Extensive site surveys and 3D renderings to refine the design.

02

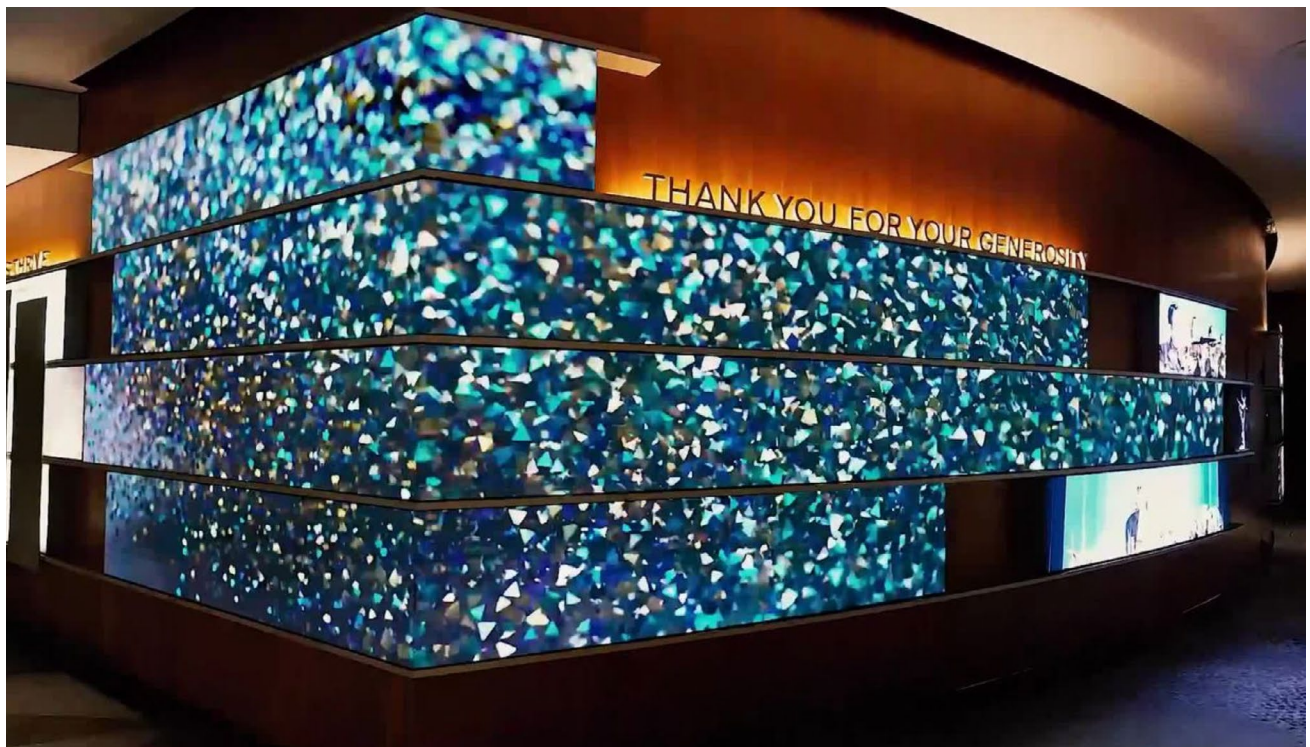
Advanced 3D scanning technology for precise installation and alignment.

03

Custom-fabricated vertical and horizontal cross-members to integrate LED displays.

04

Utilization of Nanolumens' industry-leading curved and flat direct-view LED displays.



IMPLEMENTATION



WeidnerCA and Diversified meticulously planned and executed the integration of LED technology, ensuring a harmonious blend of digital and print elements. Nanolumens provided state-of-the-art curved LED displays that adapted to Segerstrom Hall's unique architectural details. The result was a seamless transformation that modernized the venue while preserving its historical charm.

KEY FEATURES

01

Ten Nanolumens LED displays of varying shapes and sizes.

02

Integration of static graphic panels with digital displays.

03

Custom millwork framing for a natural architectural fit.

04

A visually striking donor wall that enhances audience engagement.

CLIENT TESTIMONIAL:



Visitors accustomed to the plain, nondescript brown walls are now immediately struck by vibrant colors and stunning images of dancers, performances, and shows. The transformation has been incredibly rewarding, with positive feedback from donors, board members, and staff reaffirming the project's success."

—Casey Reitz, President, Segerstrom Center for the Arts®

RESULTS & IMPACT:

After months of collaboration, the donor wall was unveiled to widespread acclaim. The transformation created an immersive visual experience that celebrated donors and captivated visitors. The vibrant LED displays brought performances to life, leaving a lasting impression on audiences. Segerstrom Center successfully modernized its space, setting a new standard for integrating technology in performing arts venues.



CONCLUSION:

Nanolumens is a US-Based LED design and manufacturer headquartered in Atlanta, Georgia. Nanolumens offers world-class screens across multiple market segments adding wonder to physical spaces. We're pioneers of the True Curve™ technology and are committed to being better. With a bold and visionary team of experts we will take your project, in all shapes and sizes, from concept to reality. We bring your creative visions to life, leaving a first and lasting impression.

ABOUT NANOLUMENS



Nanolumens is a U.S.-based LED design and manufacturing company headquartered in Atlanta, Georgia. As pioneers of True Curve™ technology, Nanolumens delivers world-class screens that transform physical spaces and bring creative visions to life.

About Segerstrom Center for the Arts®:

Segerstrom Center for the Arts® is a premier nonprofit cultural institution dedicated to artistic excellence and community engagement. Home to leading performing arts organizations, including the Pacific Symphony and South Coast Repertory, the Center continues to champion the transformative power of live performance. Learn more at scfta.org.

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LEAVING A FIRST AND LASTING IMPRESSION.

WE ARE LED!

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