

NANOLUMENS BRINGS MUSIC CITY'S SPIRIT TO LIFE AT NASHVILLE INTERNATIONAL AIRPORT

NASHVILLE INTERNATIONAL AIRPORT CASE STUDY

#JANUARY 2025

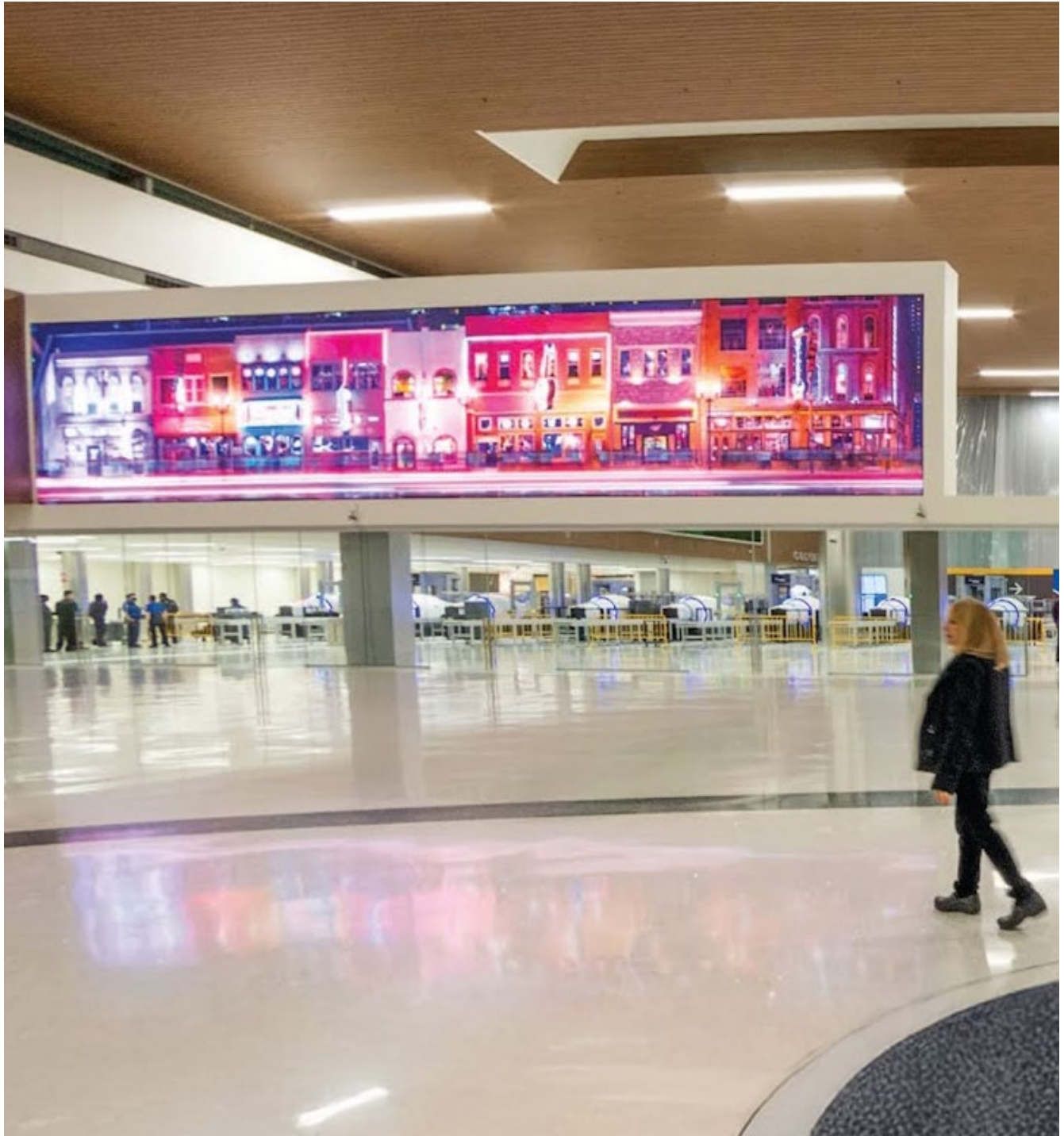


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INTRODUCTION



In January 2023, Nashville International Airport (BNA) unveiled a groundbreaking multimedia installation in its brand-new Grand Lobby. Designed to capture the essence of Nashville through a blend of nature, sports and nightlife, the digital display serves as a visual experience and a functional hub for travelers. The project was brought to life in collaboration with Nanolumens, International Display Systems (IDS), Gentilhomme Studio, Burns Engineering, Smart Monkeys, Infax and Omnivex. The Metropolitan Nashville Airport Authority entrusted this team to deliver a state-of-the-art multimedia experience that embodies the city's dynamic spirit.



DISPLAY TECHNOLOGY



At the heart of the Grand Lobby are two expansive Nanolumens Engage Series displays, each measuring 69 feet wide by 10 feet tall. These Direct View LED (DVLED) video walls boast a combined 24K resolution and serve as the canvas for a series of digital vignettes. Nanolumens' displays were chosen for their ability to deliver high-resolution imagery with seamless performance. Nanolumens' LED video walls ensured vibrant visuals and reliable operation in the demanding environment of an airport. Additionally, the use of Omnivex software enabled real-time data integration, ensuring travelers receive up-to-date flight and wayfinding information alongside the artistic content.

CREATIVE VISION



Gentilhomme Studio, known for its experiential multimedia designs, created a captivating digital narrative that integrates Nashville's unique attributes into every visual element. Gentilhomme Studio's creative team developed original live-action footage and advanced CGI to craft thematic visuals celebrating Nashville's legacy and character. The displays showcase artistic videos of the Nashville area, highlighting its rich cultural and natural landscapes, live flight information and destination weather updates, and thematic analog clocks tailored to travelers' needs.



TECHNICAL INTEGRATION



Working alongside IDS, a trusted partner of the Metropolitan Nashville Airport Authority since 1996, the project team ensured a cohesive integration of art and technology. IDS, in collaboration with Burns Engineering, Smart Monkeys and Infax, managed the technical execution to deliver fully synchronized displays capable of showcasing 4K, 8K and 12K content.

CHALLENGES AND SOLUTIONS

In January 2023, Nashville International Airport (BNA) unveiled a groundbreaking multimedia installation in its brand-new Grand Lobby. Designed to capture the essence of Nashville through a blend of nature, sports and nightlife, the digital display serves as a visual experience and a functional hub for travelers. The project was brought to life in collaboration with Nanolumens, International Display Systems (IDS), Gentilhomme Studio, Burns Engineering, Smart Monkeys, Infax and Omnivex. The Metropolitan Nashville Airport Authority entrusted this team to deliver a state-of-the-art multimedia experience that embodies the city's dynamic spirit.



IMPACT

The installation has transformed the Grand Lobby into a vibrant gateway that reflects Nashville's identity. Travelers are greeted with stunning visuals that showcase the city's culture while benefiting from practical information displays. By combining cutting-edge technology from Nanolumens, the creative vision of Gentilhomme Studio, and the expertise of IDS and its partners, the project successfully delivers an immersive experience that captures the essence of Nashville.

ABOUT NANOLUMENS

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.



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