



PRESS ROOM

AVIXA Announces Winners of the AV Experience Awards

FAIRFAX, VA – June 9, 2020 – AVIXA, the Audiovisual and Integrated Experience Association, is pleased to announce the winners of the AV Experience Awards. This awards program recognizes the innovative integration of content, space, and audiovisual technology to enrich experiences.

InfoComm 2020 Connected will host a virtual panel discussion on Tues., June 16, at 10 a.m. EDT, featuring winners of the AV Experience Awards to talk about innovative, experience-focused AV design.

"Audiovisual technology can play a big role in enhancing people's experiences, regardless of setting," said Dan Goldstein, Chief Marketing Officer of AVIXA. "AV can make collaborating more efficient, navigating a building easier, and the act of learning more engaging, among so many other things.

As the first awards program in our industry that looks at solutions across vertical markets, the AV Experience Awards celebrate spaces where AV is employed to create that desired user experience."

The AV Experience Awards Winners:

Best Flexible Space Experience

Qatar University's Sports and Events Complex

Doha, Qatar

Techno Q

In November 2019, Qatar University opened its 25,500-square-meter Sports and Events Complex, a flexible space that hosts a wide-range of events, from large sports events to small conferences. This flexibility is achieved through retractable seating, ceiling, and lighting, scalable rigging, and portable staging. Systems Integrator Techno Q employed a mix of technologies to create this multifunctional space – which features the largest movable ceiling in the country, covering 70 by 40 meters. The ceiling panels can be illuminated to multiple colors to create the ideal atmosphere. The complex can scale up for a 5,000-person crowd for a sporting event or scale down for a 900-person banquet.

Best Collaborative Experience

Klarman Hall at Harvard Business School

Boston, Massachusetts

Idibri

In October 2018, Harvard Business School opened Klarman Hall, a forum designed to connect voices from all over the world to discuss critical issues. Harvard's case method approach required a different design from traditional lecture-style classrooms. It wasn't enough to support one-direction communication. The room had to support the interaction on a large scale – a 1,000-seat room. The AV design by Idibri and installation by AVI-SPL allows students to see and speak to each other from their seats. The sound systems allow for presentation, while a separate voice lift audio system supports the students' interaction in the hall. The oversized multimedia display (61.8 feet wide) is curved to optimize viewing angles. It supports concurrent media presentations, empowering a variety of ideas to be expressed at once.

Media Contact

Krystle Murphy

Communications Manager

Email [Krystle](mailto:krystle@avixa.org)

+1.703.279.6366

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2020

Best Dynamic Art Experience (Tie)

Sviatovid

Tours globally
BARTKRESA studio

If you attended Integrated Systems Europe or InfoComm in 2019, you were treated to the sight of BARTKRESA studio's 360-degree projection-mapped sculpture, Sviatovid. Inspired by both a ninth century Slavic deity and a medieval sculpture of the same name, Sviatovid is a 15-foot-tall faceted totem. The histories of the deity and medieval statue are the subjects of debate among historians, but BARTKRESA studio took inspiration from the all-seeing nature of the figure. With four faces, Sviatovid was not omniscient, but could literally take in the world in an all-encompassing way. BARTKRESA studio projects a library of animations onto the sculpture as a reflection of Sviatovid's distinct perspective and journey.

Best Dynamic Art Experience (Tie) and Best In-Person Experience

DATAGATE: NASA AI Astronomical Sculpture

Nanjing, China
Ouchhh Studio

In Nanjing, China, new media studio Ouchhh collaborated with NASA astrophysicist Dawn Gelino to create a permanent 15-ton, 360 LED installation to allow the public to observe the exoplanets (planets that orbit around other stars). The DATA GATE: NASA AI Astronomical Sculpture utilizes machine learning in the context of space discovery and astronomical research through NASA's Kepler Data. The resulting work invites visitors to plunge into the fascinating world of space discovery through the immersive data sculpture.

Best Individualized Experience

Yogi Berra Museum

Montclair, New Jersey
TRITECH Communications

The Yogi Berra Museum and Learning Center, located on the campus of Montclair State University in Montclair, NJ, is an engaging setting that reflects the good nature, humor, and humility of famed New York Yankees catcher Yogi Berra. TRITECH Communications collaborated with exhibit designer Responsive Spaces to create the museum's extremely popular "PITCH!" immersive experience. It allows visitors to face off with an animated batter and catcher and track the ball's velocity and accuracy. Then the umpire responds with a "strike" or "ball" call, along with a fitting "Yogi-ism," such as "it ain't over till it's over." The team was faced with a multitude of challenges. What type of ball would provide the most accurate experience? What type of glass would best protect the video displays? The final product is a fun, safe, and portable exhibit.

Best Immersive Experience

Alchemist

Copenhagen, Denmark
Audio-Visuelt Centrum A/S

When you arrive in the main dining hall at the restaurant Alchemist in Copenhagen, Denmark, you are immersed into a different world. The dome ceiling can transport you into the sea or under the Northern Lights. This magical experience was created by Audio-Visuelt Centrum A/S utilizing IO projectors and audio distribution. Patrons' senses are amplified beyond taste and smell during this dining experience.

Entries for the AV Experience Awards were submitted by anyone involved in the project, whether project originator, creative or technology agency, or the customer. This includes brand agencies, experience design firms, AV consultants, designers and integrators, AV manufacturers, and others. Entries were accepted via direct entry to the program and the following partner industry awards programs: EHI Awards, World Retail Congress, EUNIS, Experiology, EdSpaces, and the Association of Luxury Suite Directors (ALSD).

[AV Experience Awards Logo](#)

About AVIXA

AVIXA® is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 11,400 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit avixa.org.