



SAN FRANCISCO SYMPHONY IMMERSIVE LOBBY

War Memorial Board Presentation

Sept 10, 2020



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SAN FRANCISCO SYMPHONY

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- Digital Posters
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OVERVIEW

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The SFS embarked on a extensive audience surveys beginning in 2015 with the goal of increasing SFS visibility and attendance, investing \$2.1M of SFS funds to date.

One outcome of this research highlighted the need to enhance the lobby experience to retain existing and attract new audiences, the “Immersive Lobby Experience”, among other initiatives (e.g. new lobby seating--already implemented).

The Board of Trustees approved a Hall Improvement Fee on 2/16/17 in order to fund these and other hall improvements, subject to final approval by the BOT (Resolution 17-08)

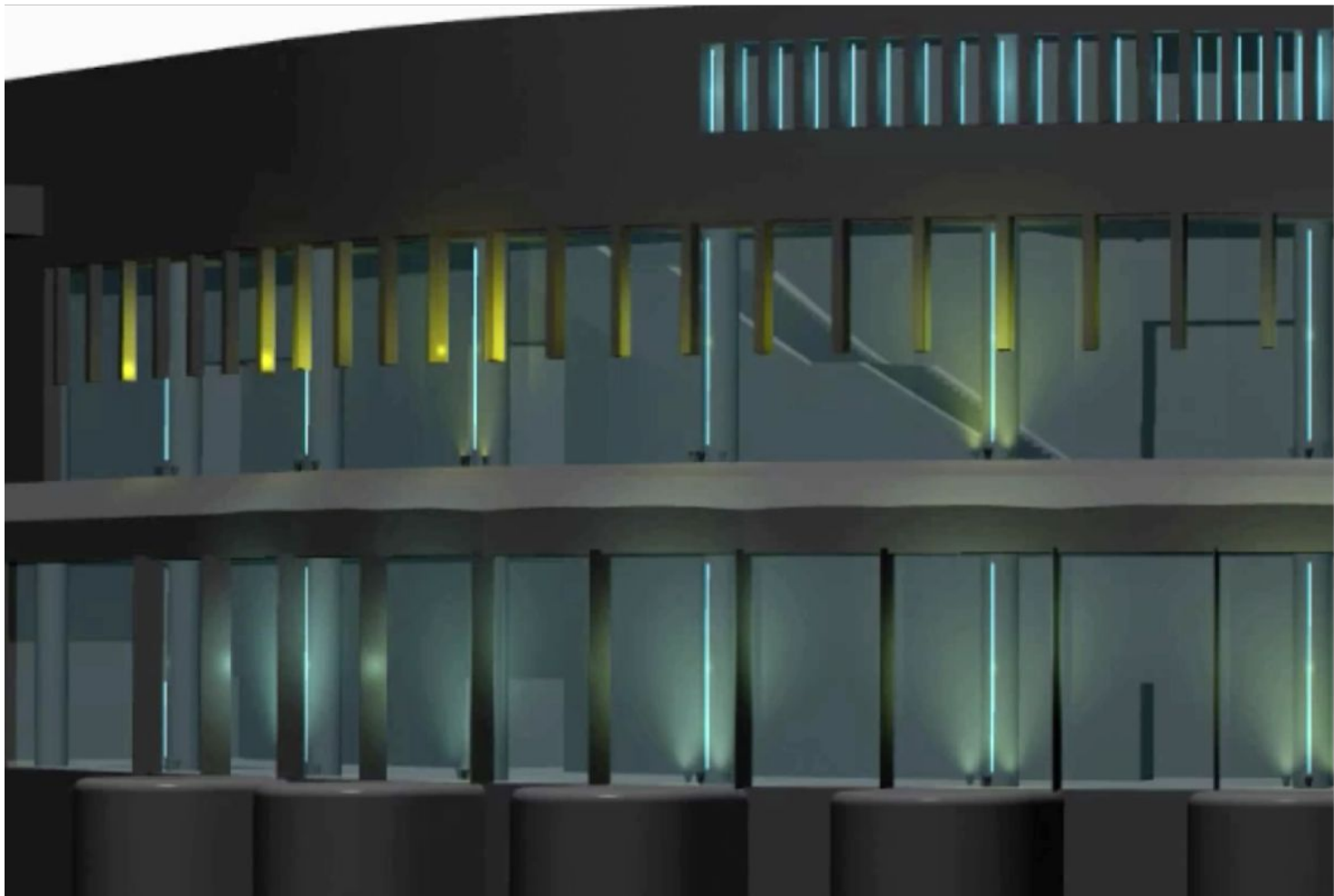
On 3/12/20, the BOT approved the use of \$85,100 in Hall Improvement Fees to commission a “final” design for approval by the BOT (Resolution 20-15)

Today’s presentation requests approval to proceed with Phase 1 of this project (facade lighting and digital poster cases) utilizing Hall Improvement Fees. Future phases will be presented for approval by the BOT.

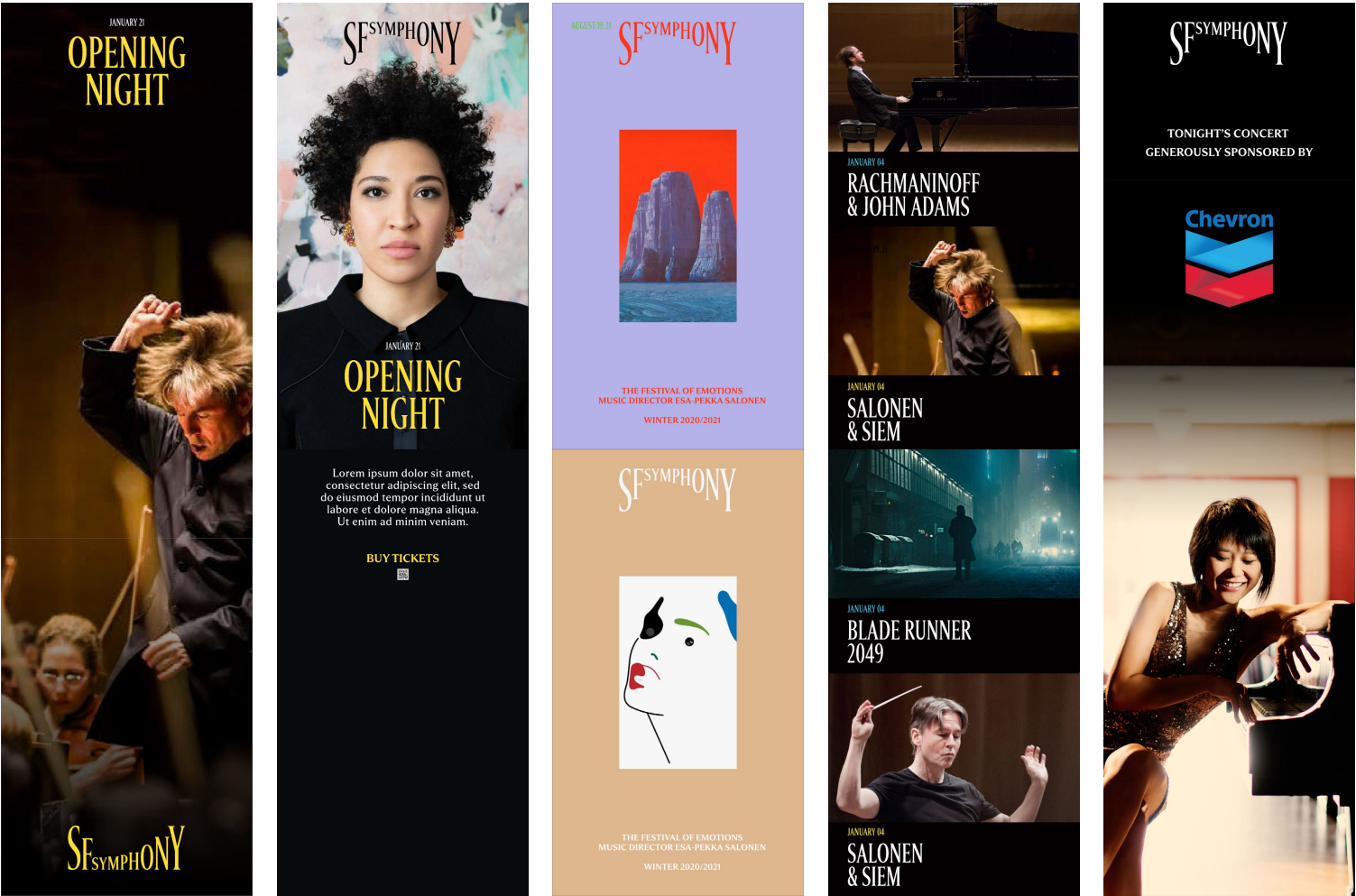
OVERVIEW

The SFS Immersive Lobby Experience is a coordinated series of multi-functioning, multi-modal installations and storytelling opportunities designed to generate interest and excitement toward the Symphony.

In this presentation we will be covering two elements:



Façade Lighting



Digital Posters



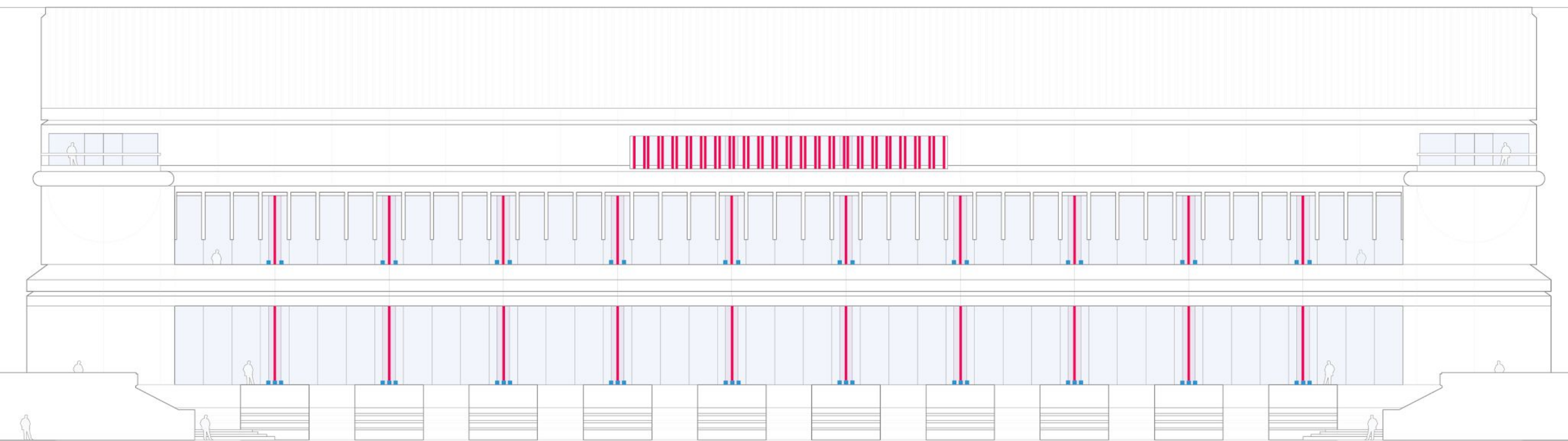
FACADE LIGHTING

The façade lighting is a gently animated lighting system that illuminates the columns of Davies Hall in subtle color and pacing evoking symphonic music.

Dynamic lighting increases the vibrancy of the Hall, and connects it with the building lighting systems in the greater campus. The effect is gentle and sensitive both to the architecture and the neighboring historical district.

Lighting colors and styles can be scheduled and coordinated with seasons, holidays, and campus initiatives, in addition to highlighting evening performances in Davies Hall.

FACADE LIGHTING - SCHEMATIC OVERVIEW



Orchestra Level:

- three colorful uplights grazing each column
- LED stripe for more saturated color and pattern per column.

- Colorful column lights
- LED stripe

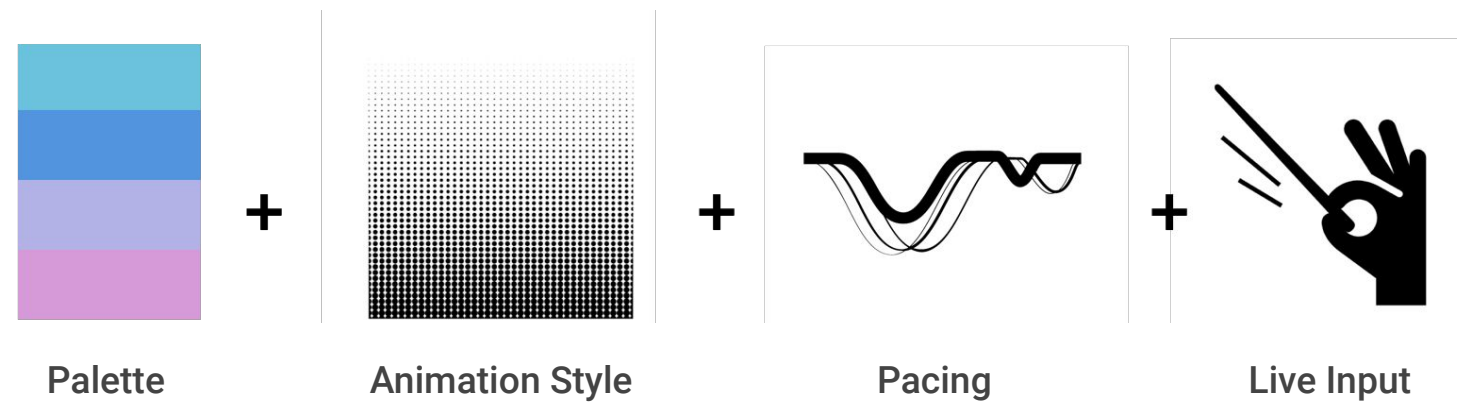
1st Tier:

- two colorful uplights grazing each column
- LED stripe for more saturated color and pattern per column.

2nd Tier:

- LED light along each of the window mullions.

Content creation



We will create animation and pacing styles, that combined with color palettes and optional inputs, will give a range of expression for the façade lighting that modulates and animates over the course of the evening.

Possible input types:

- live audio or video feed from the Symphony
- score of the current performance
- a video file for color or animation qualities
- sensors worn by the performers

FACADE LIGHTING - PREVISUALIZATION

San Francisco Symphony

Camera

Camera 2

Camera Zoom

0.0

Palette

Tonal 2

Look 1

Look 2

Look 3

Look 4

Look 5

Look 6

Flip

Off

Color Phase

Off

Color Interpolation

On

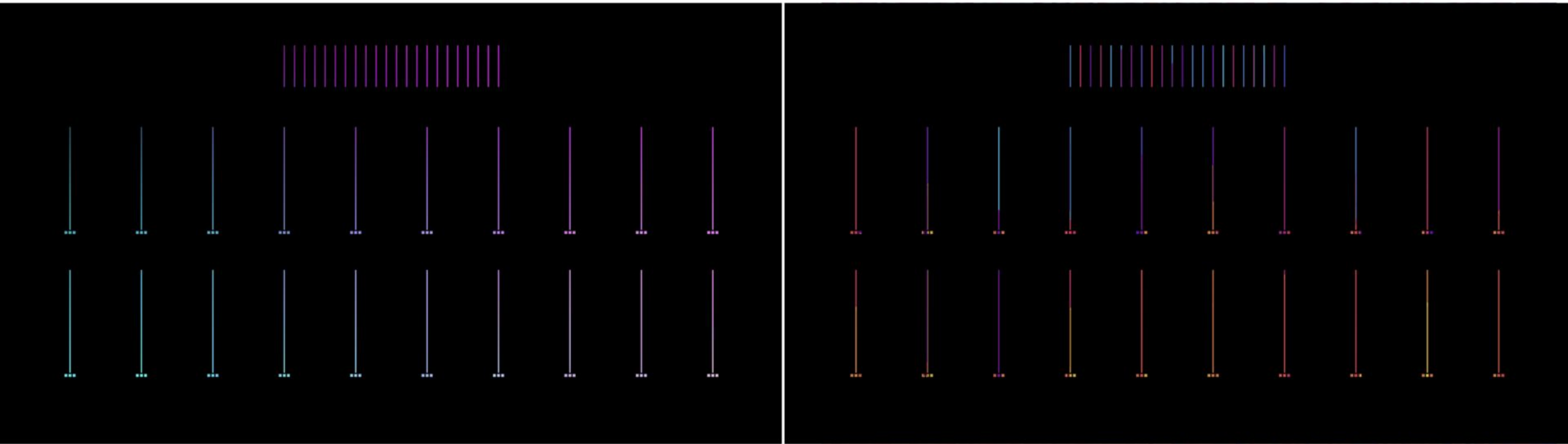
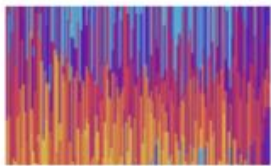
Color Diffuser

Off

PLEASE SEE SEPARATE VIDEO FOR SAMPLE FACADE LIGHTING ANIMATIONS.

FACADE LIGHTING - EXTERNAL COLLABORATIONS

VIDEO MAP



External artists will be able to control the lighting of the facade by providing animation files.

Non-resident licensees will also be able to utilize this feature by specifying colors and animation styles in the system.



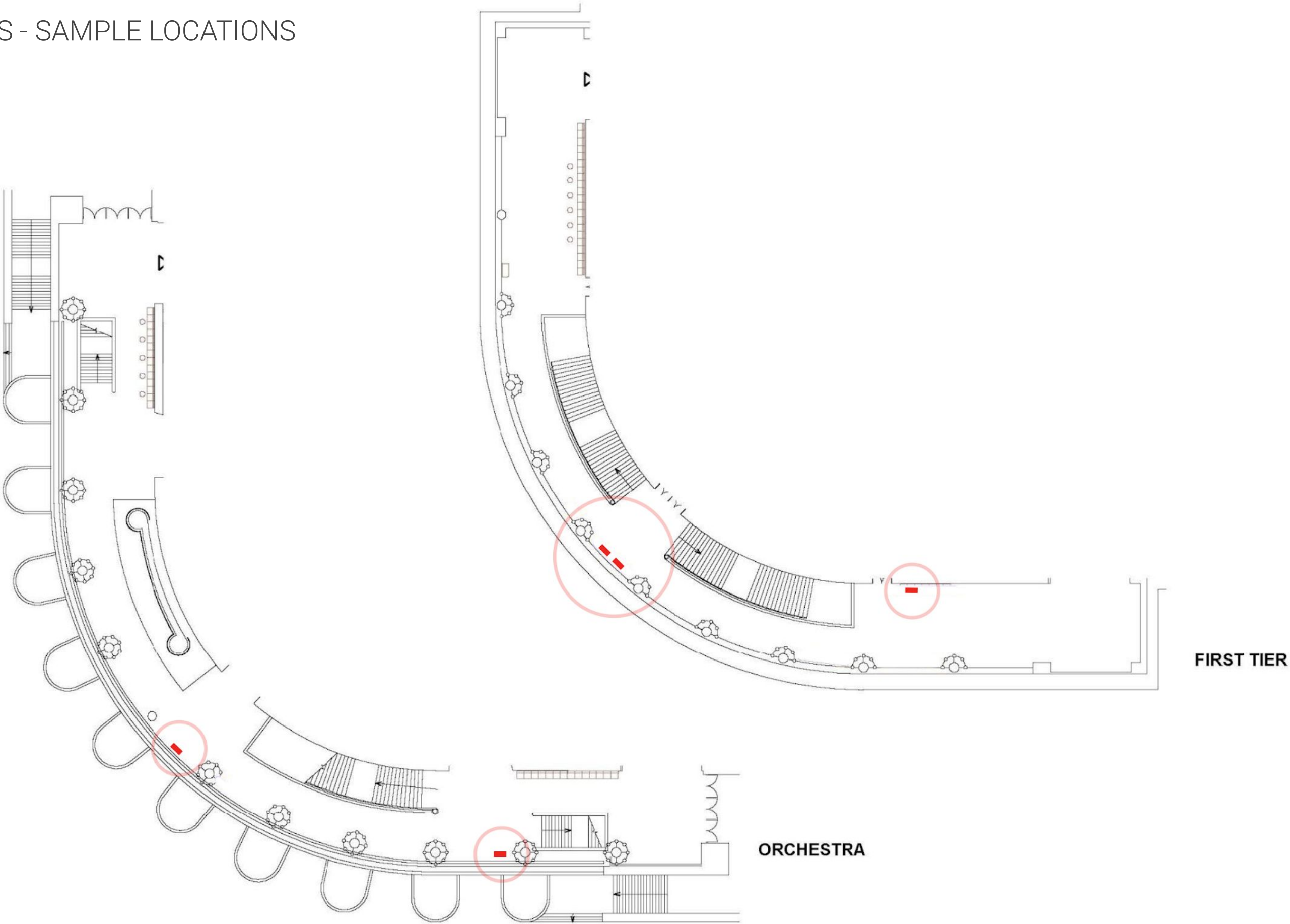
DIGITAL POSTERS

We are developing five freestanding digital posters that will enhance the aesthetic of the lobby. The posters will be used to welcome guests, highlight future performances & special events, visually tie in to an event in the lobby, display seasonal information, sponsorships, ticketing information, and more.

The posters can be moved around the lobby, and may be positioned independently or together in groups to work as a larger canvas.

Based on the content strategy and visitor flow, we anticipate the the posters will be most often be distributed across the Orchestra and 1st Tier.

DIGITAL POSTERS - SAMPLE LOCATIONS



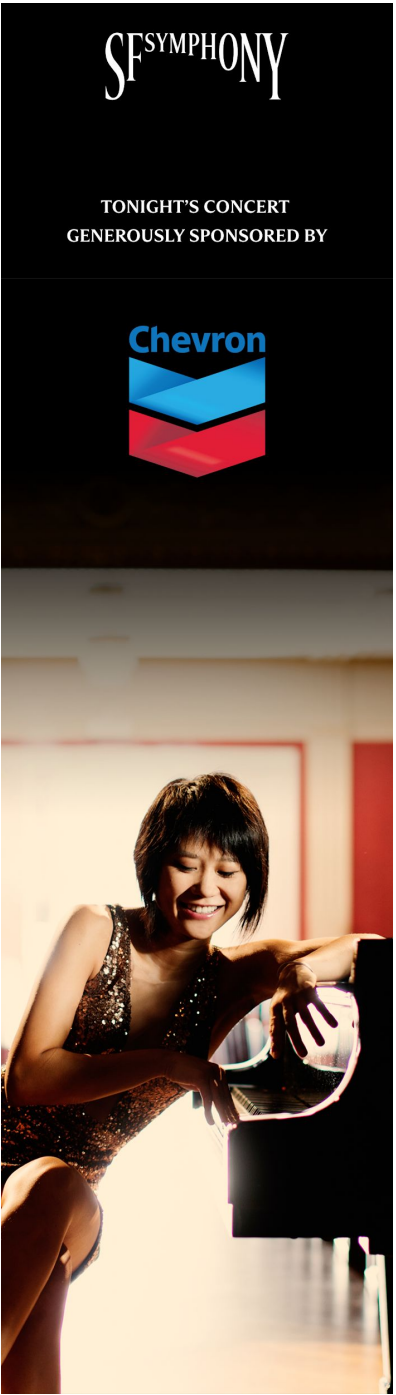
DIGITAL POSTERS - ORCHESTRA LEVEL SAMPLE VIEW



DIGITAL POSTERS - ORCHESTRA LEVEL SAMPLE VIEW



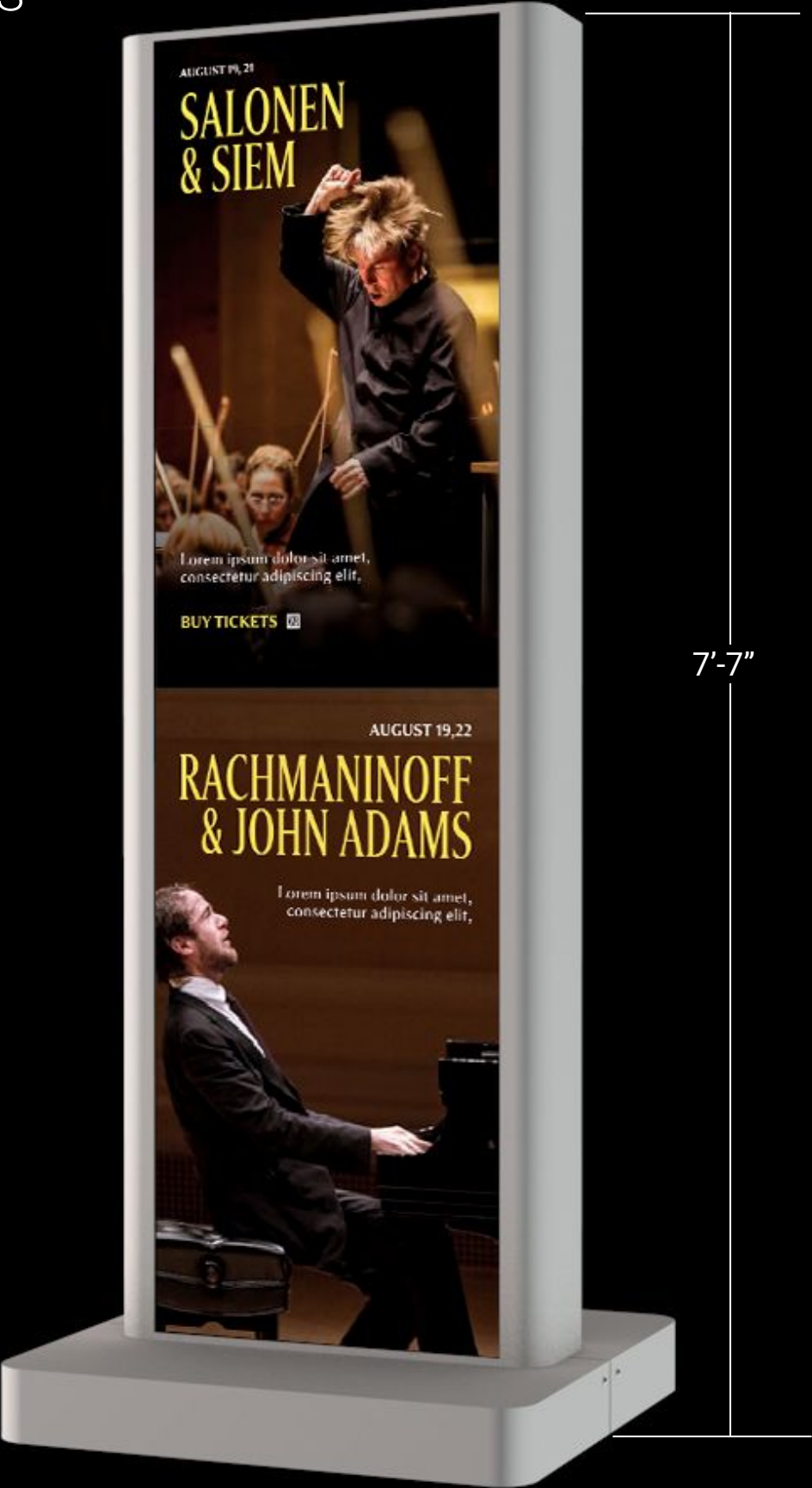
DIGITAL POSTERS - SAMPLE CONTENT EXAMPLES



The digital posters will respond to the programming of the hall, and may change messaging throughout the course of a day — at the beginning of the evening to welcome guests, at the end of the evening to thank them, and to highlight specific upcoming events based on the performance of the evening during Intermission.

Non-resident licensees will be able to populate the posters with their own content, including their logos, as appropriate. Non-branded, ambient content will also be made available.

DIGITAL POSTERS - PHYSICAL DIMENSIONS



HOUSING WILL BE CUSTOM POWDERED
COATED STEEL.

THE EXACT COLOR TO BE DETERMINED,
AND CAN MATCH
AN EXISTING COLOR IN THE HALL.

BUDGET



BUDGET - SUMMARY

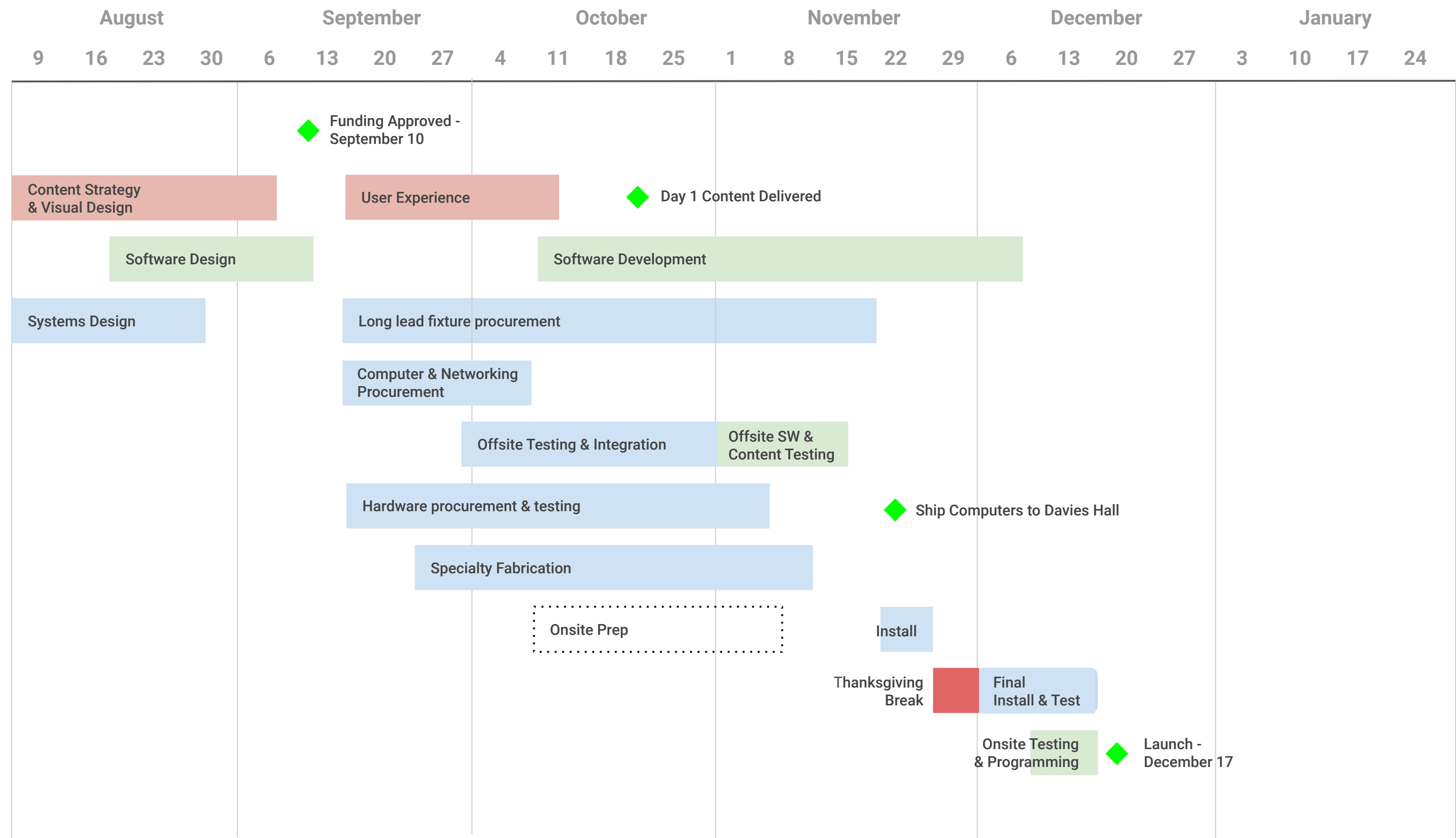
Posters			
	Systems	\$86,000	
	Integration & Installation	\$28,380	
	Subtotal	\$114,380	
Facade			
	Systems	\$247,018	
	Integration & Installation	\$88,926	
	Subtotal	\$335,944	
System Head-end			
	Systems	\$54,400	
	Integration & Installation	\$19,040	
	Subtotal	\$73,440	
Services			
	Design	\$40,300	
	Software Development & Dev-Ops	\$204,600	
	Project Management	\$100,600	
	Subtotal	\$345,500	
Electrical and Data			
	Electrical & Data	\$450,000	
	Total	\$1,319,264	
	Contingency 15%	\$197,890	
	Grand Total Not To Exceed	\$1,517,154	
	Available Reserve in Hall Improvement Fee	\$1.7M	

SCHEDULE



SCHEDULE

● Experience Design ● Software ● Systems ○ By Others



OPERATIONAL QUESTIONS

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How will the facade lighting and digital posters be powered?

- Facade Lighting - new power connections that will be added next to the pars and in the ceiling above the columns. The pars will be designed in an enclosure. There will not be exposed cables.
- Digital Poster - With existing outlets. The posters just need a basic power cable.

What portion of the day are they used?

- Facade lighting from dusk to midnight. Intent is to have the lights operating 7 days a week
- Posters will operate on concert days and during performances

Who controls these elements?

- The SFS Marketing Dept with input from Artistic, Ops, and Esa-Pekka Salonen

Who will be the point of contact when something doesn't work?

- The SFS Operations

Who "owns" the system?

- The SFS will own and maintain the "head end" control system and the digital posters.
- The War Memorial will own the lighting and LED strips attached to the building

Who is responsible for ongoing maintenance?

- The SFS will assume responsibility for ongoing support and maintenance of the digital posters and "head end" control system..
- The War Memorial and SFS will share responsibility for the facade lighting maintenance
- The Hall Improvement Fee will cover the final design, procurement and installation for this phase of Immersive Lobby Experience.

OPERATIONAL QUESTIONS CONT.

Will outside licensees have access to the system and at what cost?

- The SFS and War Memorial staff will agree on a range of options available to licensees, from free to nominal costs to cover direct SFS costs.

Will the system ever be dark?

- The intent is to program the system dusk to midnight/365 days, and to provide “generic” content as needed.

What is the expected additional power draw?

- Typical: 10,820w / Maximum: 13,410w
- Avg 2012.52 kWh per month, est. \$500-600 per month (assuming 6 hours a day at 24 cents per kWh)

Has the design team considered the historic nature of the WM campus?

- Yes, the facade lighting will be subtle and creatively presented, in support of the historic nature of the campus.

When does SFS intend to start?

- As soon as both elements are approved by the Board, we will begin right away with onsite mock ups for further cost and installation refinements, and hardware procurement.

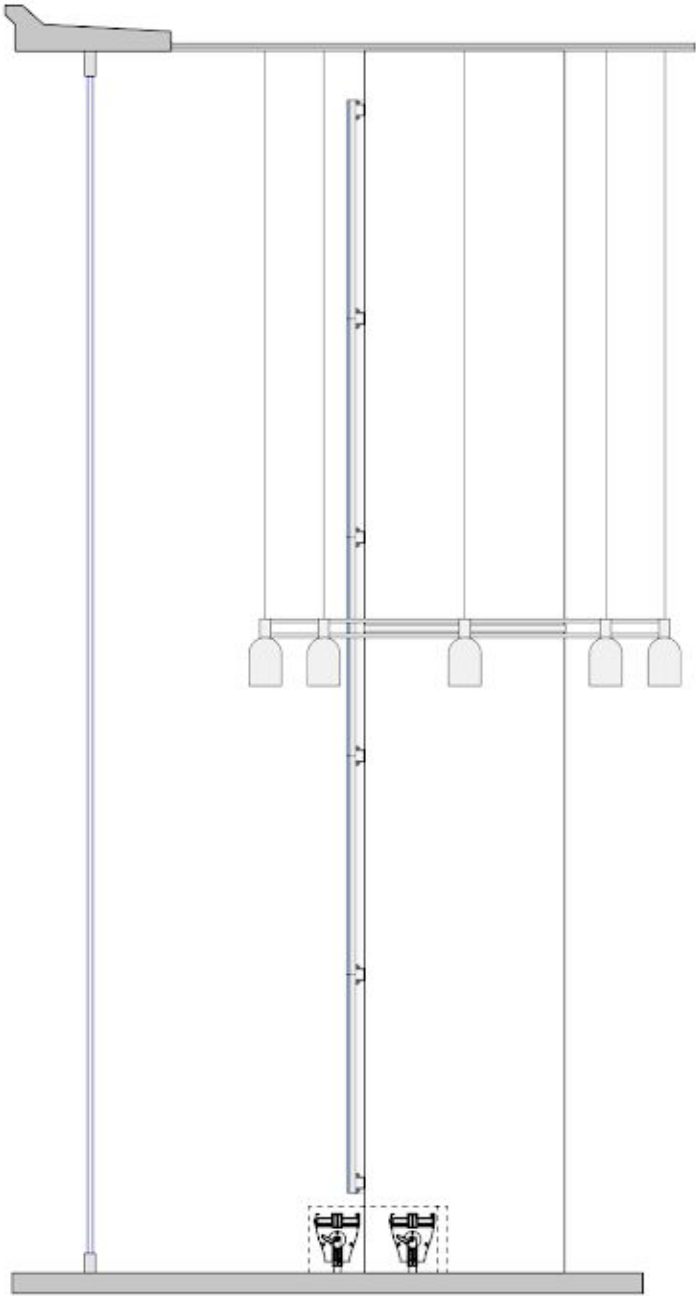
THANK YOU!



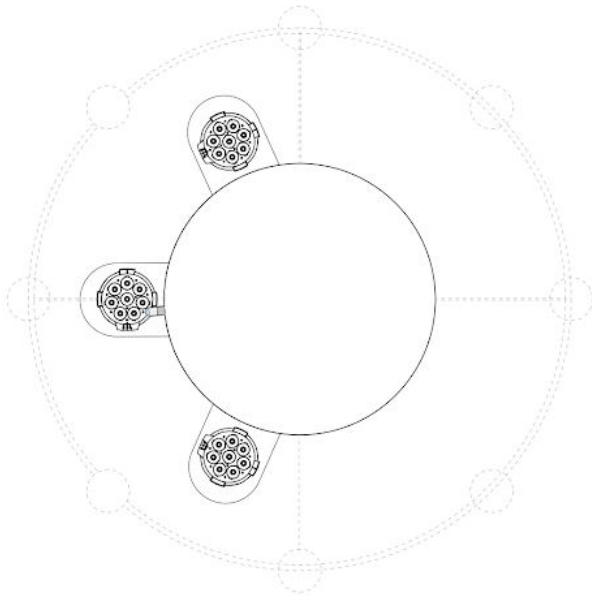
APPENDIX



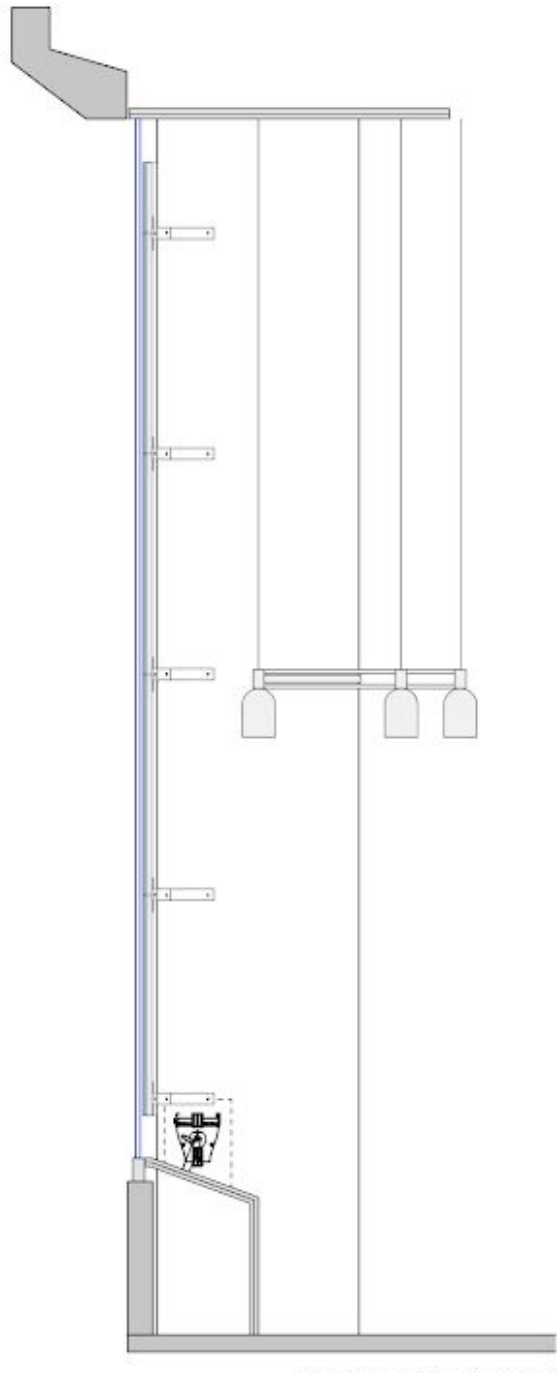
FACADE LIGHTING - COLUMN CONDITIONS



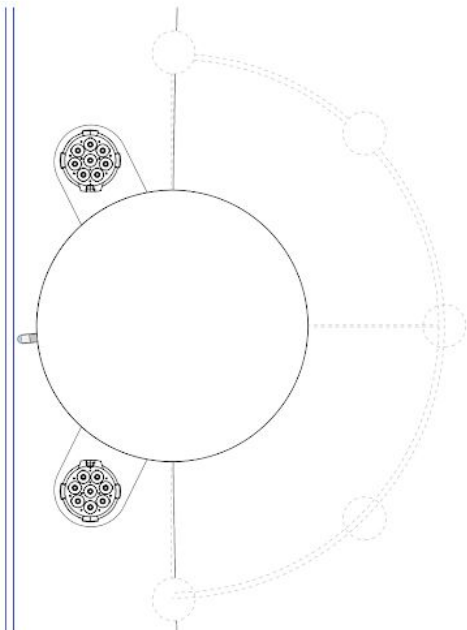
Orchestra Column Side Elevation



Orchestra Plan Detail -
showing uplight enclosure

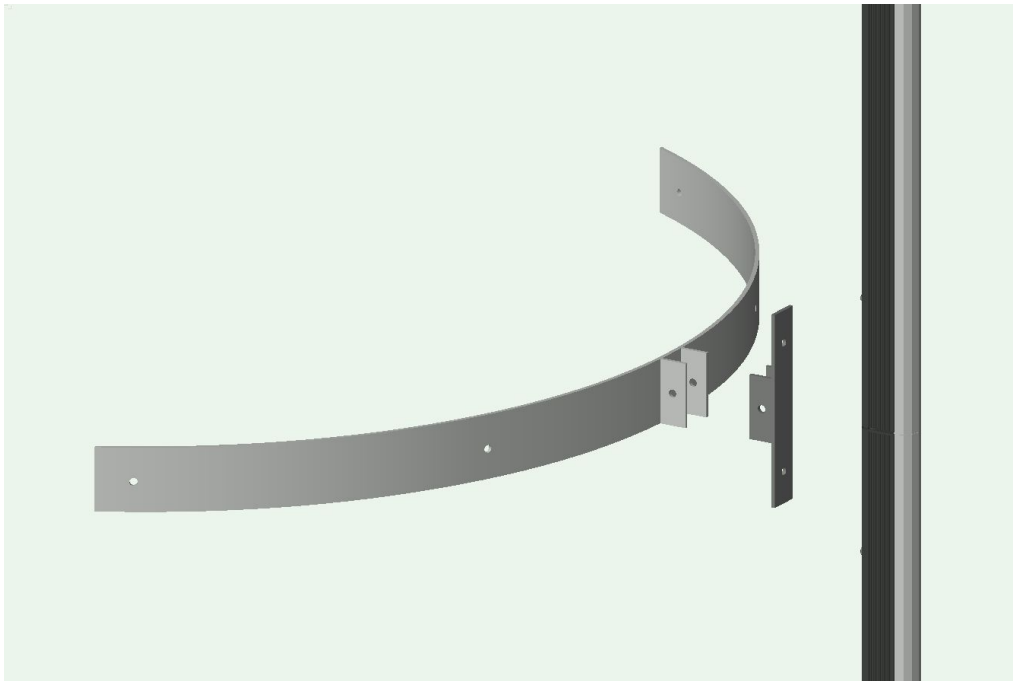


First Tier Column Side Elevation

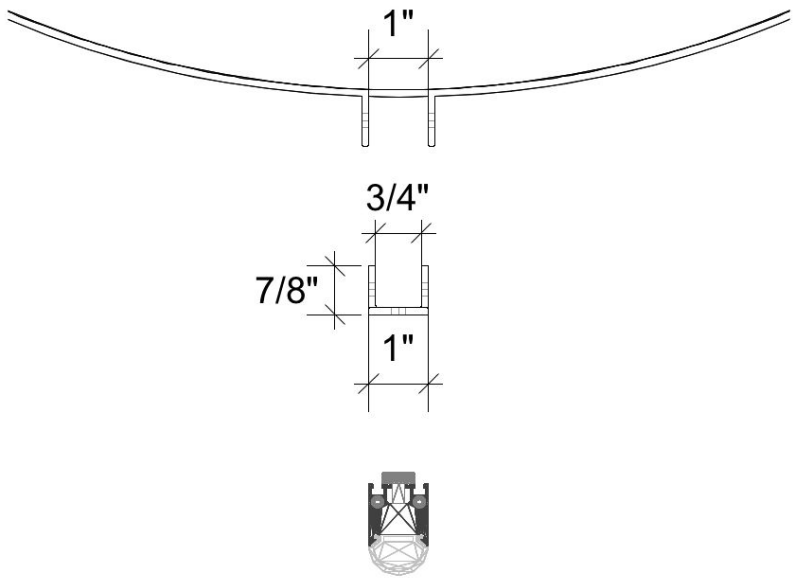


First Tier Plan Detail -
showing uplight enclosure

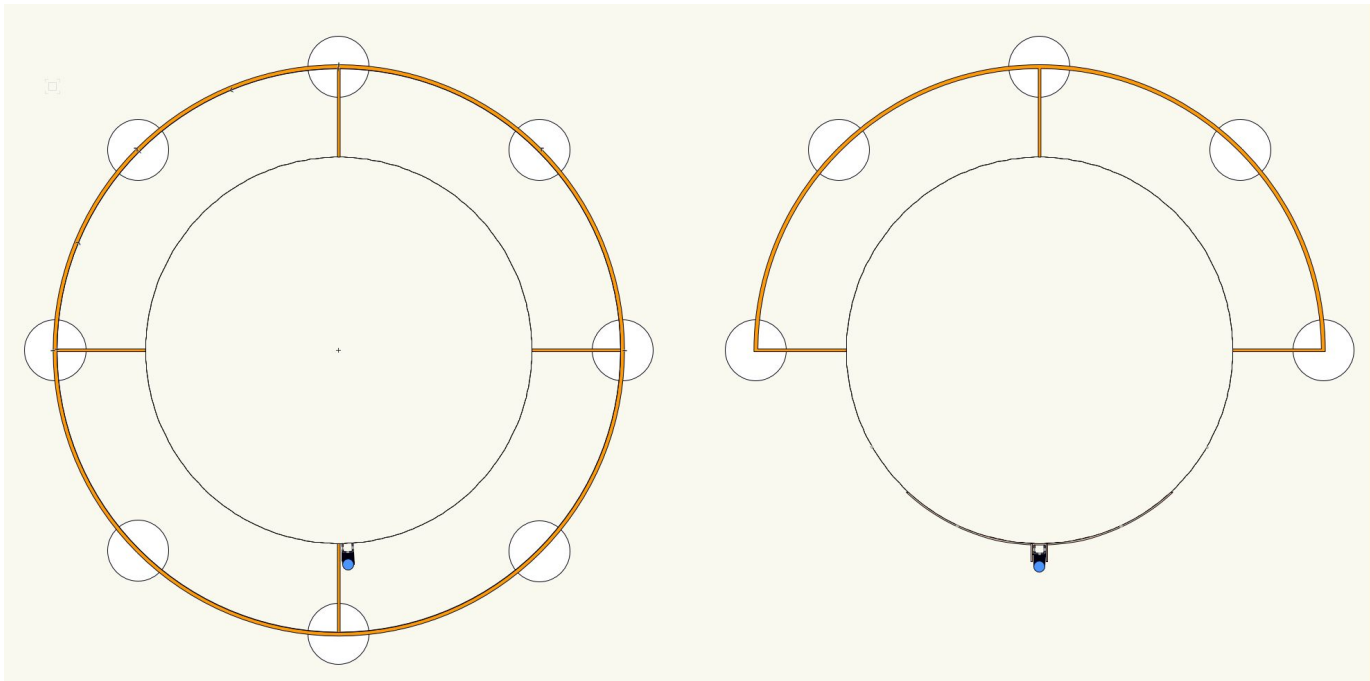
FACADE LIGHTING - LINEAR FIXTURE ATTACHMENT DETAILS



1st Tier Custom Mounting Hardware - Exploded View

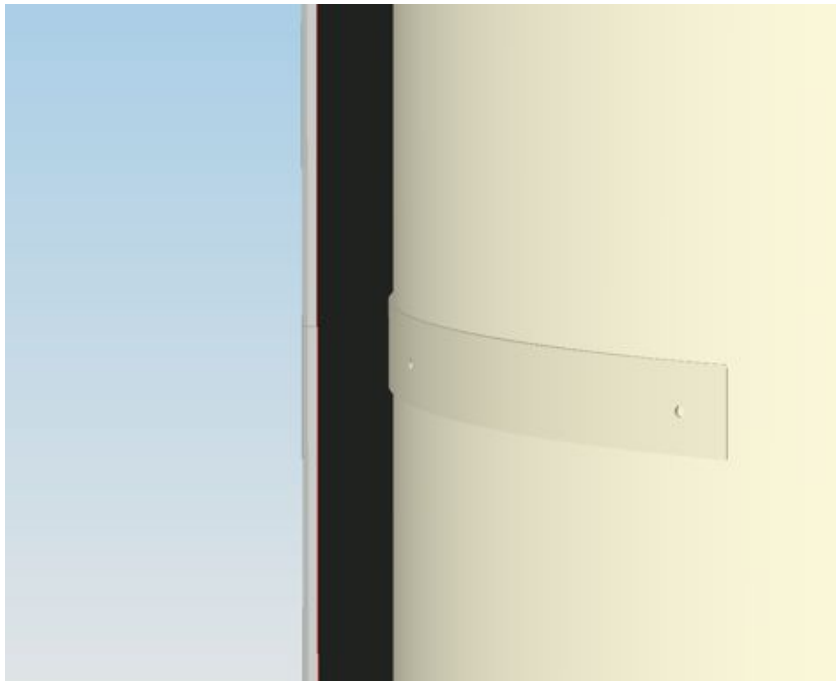


1st Tier Mounting Hardware Dimensions - Plan View



Orchestra

1st Tier

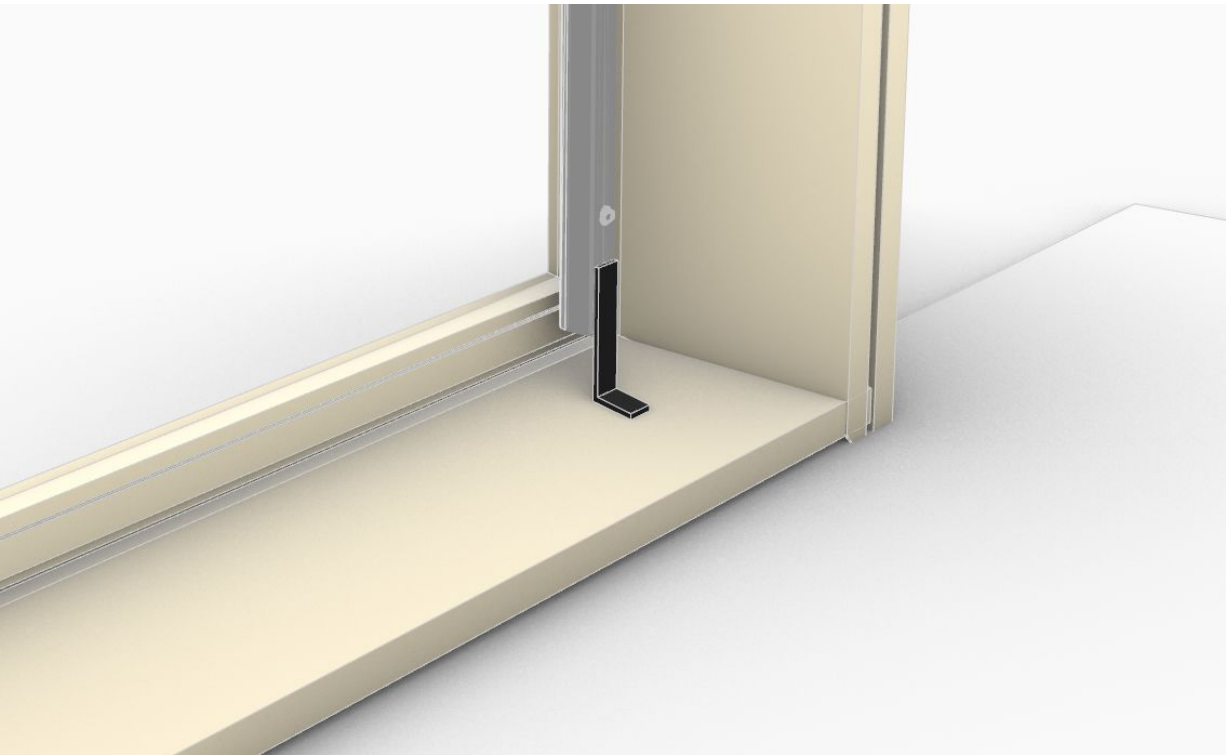


1st Tier Side Detail

FACADE LIGHTING - 2ND TIER WINDOW CONDITIONS



Attachment at top (cover removed)



Attachment at bottom (cover removed)



Fixtures shown with covers installed