

SIGNAGE LOCATIONS & TECHNICAL SPECS

FOR DIGITAL PERFORMANCE
REQUEST FOR PROPOSALS

THE
BUSHNELL

EXTERIOR SIGNS



CAPITOL AVENUE (SINGLE CANVAS PERFORMANCE LOCATION)



COURTYARD WEST



COURTYARD EAST



TRINITY ST

EXTERIOR SIGNS

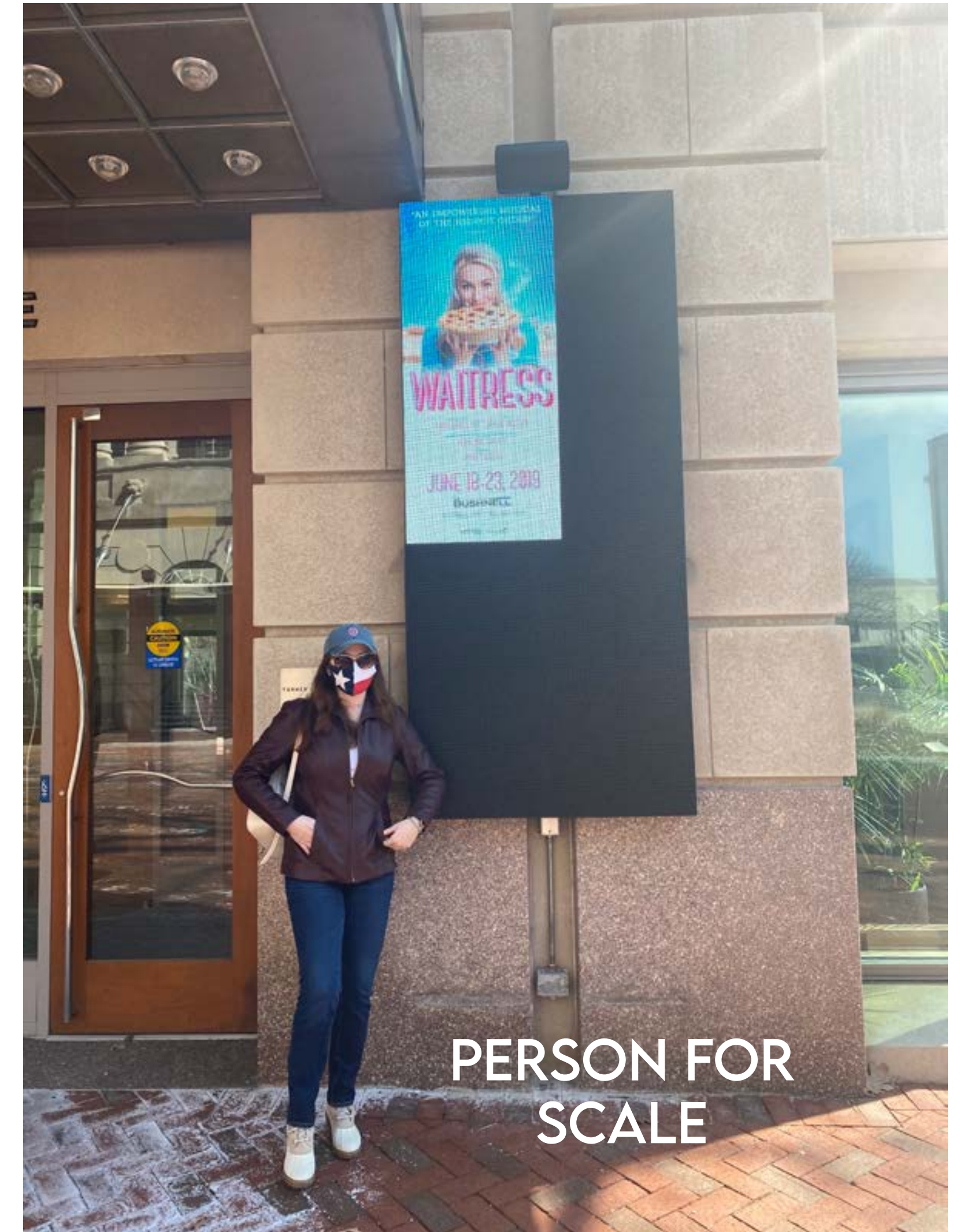


VIEW FROM CORNER OF CAPITOL AVE & TRINITY ST

13 LED Screens | 256 x 576 pixels

Each with their own speaker and sound channel

2 on Trinity Street | 6 on Capitol Avenue | 5 in the Courtyard



PERSON FOR
SCALE

INTERIOR SIGNS - FOYER PROJECTION



INTERIOR SIGNS - FOYER PROJECTION



Lobby Projection Mapping Surface | 11665 x 1367 pixels | Room sound

[See Template Here](#)

INTERIOR SIGNS - LOBBY TVS



Mortensen Lobby TVs | 1920 x 1080
2 monitors (opposite sides of the lobby)



Belding Lobby TVs | 1920 x 1080
2 monitors

INTERIOR SIGNS - SOFFIT DISPLAY



Soffit Display | 6 monitors can be divided into:

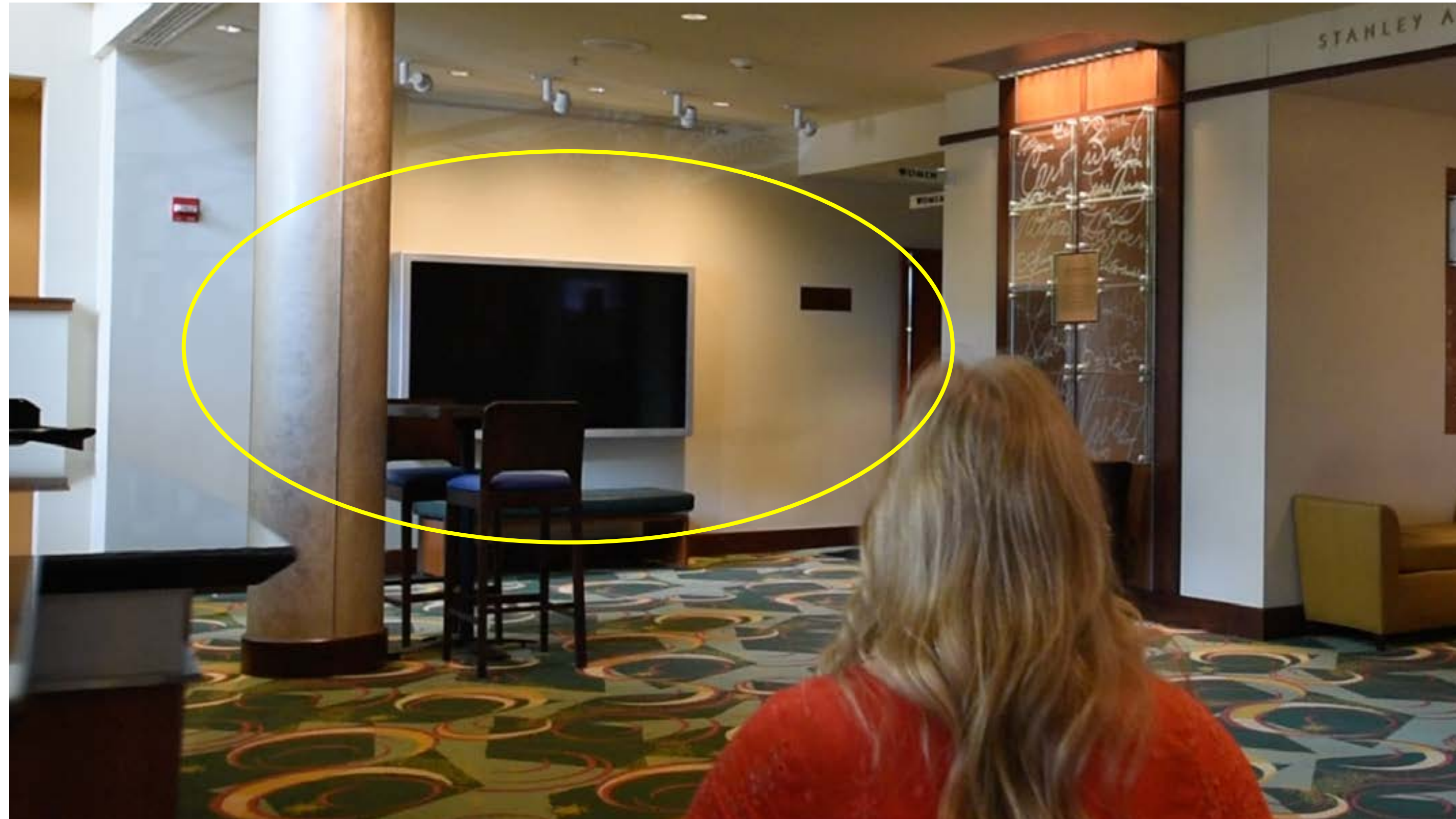
6 individual tiles | 640 X 360

3 columns | 1280 x 360

1 video/image | 1920 x 1080

no sound

INTERIOR SIGNS - 1ST FLOOR LARGE DISPLAY



1st Floor Display | 1920 x 1080

no sound

INTERIOR SIGNS - 3RD FLOOR LARGE DISPLAY



3rd Floor Display | 1920 x 1080 or split into 4 even quadrants

no sound

All the signs (exterior and interior) will carry the look and feel of the new design. Only a few signs will actually display our experiential performances full-time, we envision the performers making appearances on the lobby screens or using performance transitions between institutional content in the lobbies. How do you see the patron experience as they traverse through the building? This is a huge project to think about, so please don't hesitate to reach out with questions or to schedule a conversation. We can't wait to hear what you can bring to this exciting project!

[Learn more about the Request for Proposal - Digital Performance Experience at The Bushnell.](#)

Email questions or submissions to Alex Page-Hatley (apagehatley@bushnell.org) and Ryan Glista (rglista@bushnell.org).

Your submission must include:

1. An introduction to you, and the skills you bring to experiential design, video production and/or motion design. Include 5 samples of past work that may apply to this project.
2. Written proposal. Please describe in detail how you envision each category in the last section. Focus on the pieces you're interested in and can contribute the most to!
3. Design samples. We want to see and hear your best ideas in your own medium. Your submission takes the form of style frames, storyboards, animatics, music samples, or something else.

We will evaluate submissions and schedule a meeting to discuss the specifics of your proposal. We'll provide a production document and work together to outline deliverables, copyright, timeline, and budget in a signed agreement.

Your submission will be judged in 4 categories:

- Creativity
- Originality
- Entertainment Value
- Demonstration of Technical Capacity

