



Digital Media Band at 110 High Street

Boston, Massachusetts

Street-wise digital media band engages visitors, breaking the barrier between building and city.

CHALLENGE

Corporate lobbies and entrances can be bland and - well - corporate. Lasalle Investment Management had bigger ambitions: create a dynamic, interactive experience to demonstrate the energy and appeal of the building – and attract and retain high-profile tenants. The aim was to create a first-of-its-kind digital media band to extend the experience of the building into the street. The 100-foot band would offer almost 600 square feet of media displays with three digital art modes and capability to interact with visitors in the lobby. That's different!

ESI Design developed the concept and design, appointing Electrosonic to turn vision into reality. The media band had to be housed in a structure that would tolerate outdoor elements while seamlessly integrating with the building's design. It had to incorporate motion sensing to support interaction together with custom installation to create a visually impressive projection surface that would optimize the direct-view LED images.



A 100-foot interactive digital media wall seamlessly links the entrance and the lobby with fun dynamic imagery.

SOLUTION

Electrosonic collaborated with designers, fabricators and engineers throughout the project to integrate the media band with the architecture and solve the technical challenges. Custom glass installation softens and enhances LED images without losing detail. Interactive sensors and custom software respond to visitors' movement or motion gesturing and dynamically change content. The custom formed aluminium enclosure provides effective cooling and protection against exterior environmental conditions.

KEY TAKEAWAYS

The Boston Media Band provides a stunning digital canvas for creative, interactive imagery. It seamlessly integrates external and internal spaces, activating them with movement and personality. The media band is the first and largest of its kind in the city and has transformed the building's entrance and lobby into a unique experience that helped the owners bring occupancy to 100 percent following the renovation.



We are very pleased that our 110 High Street building has been able to capture both Boston's rich history and bright future through its diverse tenant base and unique designs.

Kristy Heuberger

Head of U.S. Asset Management

Lasalle Investment Management



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