

PROJECT PROFILE



Brooklyn Botanic Garden's Visitor Center

AV Enhancements Make the Garden Bloom

The Brooklyn Botanic Garden's (BBG) new Visitor Center is located in an energy-efficient structure where visitors can access an array of interactive exhibits to learn about current blooms and plantings, view the garden map and browse the event schedule. Electrosonic provided the audio-visual systems, which included large LCD displays, interactive monitors and flexible AV components that can be easily maintained by BBG staff as the exhibit content is updated.

"Electrosonic was wonderful - very attentive, very knowledgeable and willing to help. Everyone was great," commented Sonal Bhatt, director of interpretation and exhibitions at Brooklyn Botanic Garden.

Founded in 1910, BBG is an independent, non-profit institution committed to education, science and horticultural display. Situated on 52 acres in the heart



Peek-A-Boo Interactive Exhibit

of Brooklyn and home to more than 12,000 types of plants, BBG has served communities in New York City and around the world through its extraordinary gardens and living collections.

Visitors to the new Visitor Center are welcomed by a three-screen interactive garden map depicting a graphical aerial layout of BBG to help them plan their visit. Electrosonic provided three ultra-narrow mullion displays to create one continuous map image. Interactive PCs and large wall-mounted LCD and LED displays, some triggered by motion sensors as visitors approach, display additional Links & Information, Today's Events, a Bloom Calendar, a plant identification quiz and more.

Perhaps the most innovative interactives are three peek-a-boo tables detailing different areas of the garden and



how visitors can explore by using their senses. Hinged, three-dimensional photos of trees, plants and birds can be lifted by small knobs to reveal 6-inch LCD screens that are triggered by a magnetic switch built into the hinge to play short films about the image in the photograph. Additional push buttons on the tables enable visitors to hear the sounds of the garden and sniff the fragrances of the blooms.

Electrosonic also provided a custom control system to streamline operations and allow non-professionals to

maintain efficient control of the system. Electrosonic furnished systems training for BBG staff and is responsible for providing on-site maintenance and technical support for the first year of operation.

Due to a very tight schedule, the project required extensive coordination with Hadley Exhibits to ensure all equipment fit smoothly and tightly inside wall-mounted and table-style interactives. Richard Lewis Media Group designed the interactive content. Thinc Design was the exhibition designer for the new space.

Display Introducing BBG



Today's Events, Bloom Calendar and Interactive Garden Map

