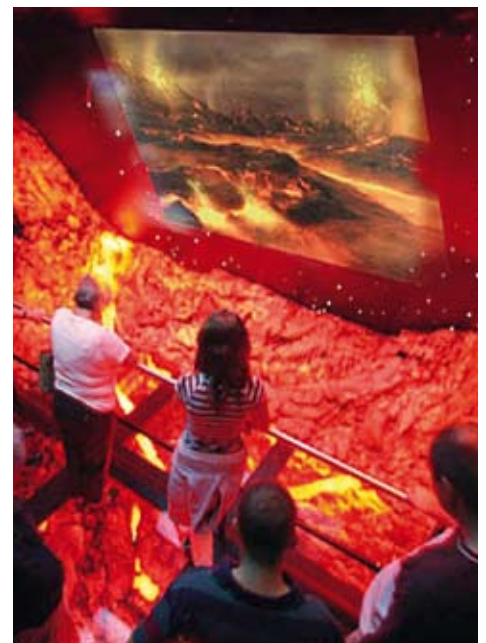
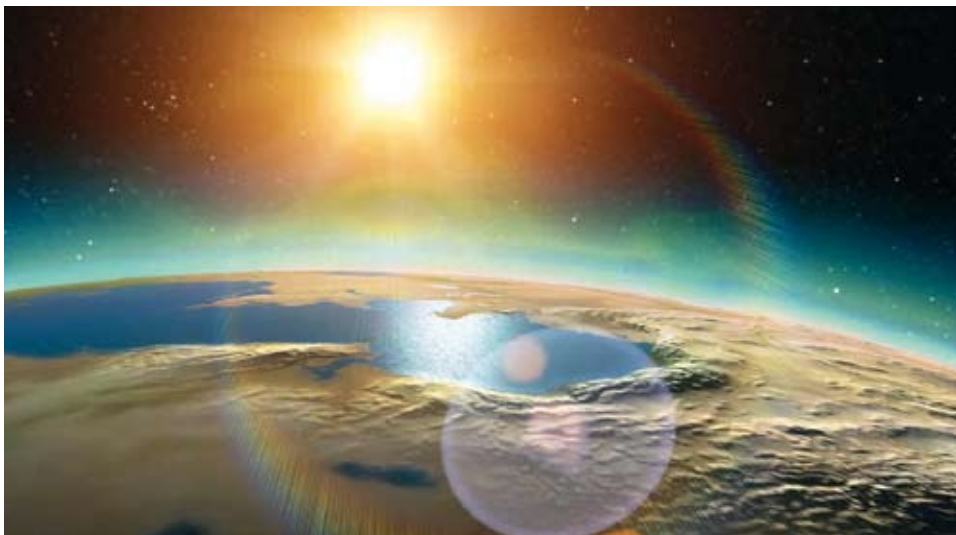


Climate gallery shows control

A green museum in Norway is boosting visitor numbers, but the a-v controls are also helping keep the exhibits environmentally friendly



Norway's Glacier Museum in Fjaerland has opened a new visitor area, 'Our fragile climate', which has a finale narrated by Sir David Attenborough.

Designed by London company Sarnar AV, the attraction consists of a series of interactive experiences.

Visitors travel in time and journey through six zones that demonstrate the past, present and future effects of climate change on our world. The exhibit culminates with an evocative narration by Sir David Attenborough in which he concludes 'We still have time to act to make changes that will secure the life of this planet. This is the only home we have.'

'Our brief was to provide a unique experience to the visitor, highlighting the current issues of global warming,' says Sarnar creative director Michael Bennett. 'We have delivered a solution, supported by the latest technological advances, to portray the full story of how our climate has changed – from the creation of earth through to the potential hazards we may be facing in the future.'

Walking through the climate

The exhibition, which has been created within a new extension to the museum designed by the



KEY FACTS

The new climate change attraction at Norway's Glacier Museum uses an automated system that minimises the need for staff, but which still delivers the experience in a range of languages. Systems used in the museum include Mitsubishi projectors, Alcorn McBride servers and AMX controls.

* www.sarnar.com

* www.bre.museum.no

Above left: a production still shows the spectacle of sunrise; left: the Glacier Museum; and above: earth's creation replete with lava flow

Norwegian architect Sverre Fehn, begins in the past with earth's creation. Here visitors witness the dramatic creation of the earth 4bn years ago with meteors crashing above their heads and molten lava flowing beneath their feet. The ground shakes as an earthquake tremor is felt, and the audience sees the earth forming.

Visitors then move forward in time to 40m years ago when great mammals roamed the earth and arrive in 'The tertiary jungle' where visitors get to experience the greenhouse effect in a hot, humid jungle surrounded by strange animal sounds. Flat screen monitors continue the story using computer animation sequences enhanced by dramatic lighting effects.

Then the earth grows colder, as it did 20,000 years ago, and visitors walk through an air curtain to 'The last ice age'. In this room lighting is key to create a shimmering luminosity that depicts ice and freezing cold temperatures, while CGI animation communicates the physics of how the orbit and tilt of the Earth created the ice age. Visitors even get to experience a real piece of glacier ice. »

The doors then open onto 'The present', an architecturally theatrical room of glass and mirrors that looks directly out onto the spectacular Fjaerland scenery and actually places the visitors within nature.

The last room prior to Sir David Attenborough's narration is 'The future, man's influence', which is split into three areas. The first, set in 2040, shows the potential impact that man could have on Earth with a futuristic style news studio for the climate channel. The second part, a disaster scenario set in 2100, portrays what will happen if nothing is done to change the future and features a dramatic sculpture of a family of climate refugees as its centre piece. The final part of 'The future' depicts an uplifting scenario of how things could be in 2100 if we change for the better with an interactive floor projection of a desert changing to water.

Creativity and technology

'Our fragile climate' was originally produced in three languages but the museum has recognised the need to increase this and it has recently commissioned Sarnar to produce the exhibition in another six languages which can be selected using an AMX touch screen.

The attraction was designed to be fully automated, and each group of visitors hears the narration in just one language as they walk through the six zones of the exhibition. The operator selects



The Sir David Attenborough narrated finale to 'Our fragile climate' is a hit with the kids

the appropriate language from the touch screen at the entrance of the exhibition and that language follows the group through each of the rooms. The operator can then choose another language for the next group, if required.

The control system is composed of both an Alcorn McBride and an AMX controller to provide the user interface and the automation necessary for the show to operate with minimal operator input.

Mitsubishi video projectors have been used extensively throughout the attraction together with Community speakers which are driven using an Alcorn McBride Amprtraxx and a 16 channel compact amplifier together with an Alcorn McBride Digital Binloop for the video and audio sources. The Binloop contains 16 channels of video or 32 channels of audio (or a mixture of both) which makes it extremely flexible and compact for such applications.

To reduce energy wastage and minimise wear and tear on the systems, each of the exhibition spaces contain a movement sensor to monitor occupancy. If an area is not occupied then the control system will slowly shut down the equipment until an operator triggers the next show. In addition, the Pulsar LED light fittings that are used extensively to create the desired lighting effects were chosen to ensure energy consumption throughout the exhibition is kept to a minimum – effectively practicing what its content preaches. ■