

The Boston Media Band Experience at 110 High Street

Press Fact Sheet



Design Goals

1. Create a new, provocative identity for the building
2. Make the building more attractive for new tenants, specifically those in tech
3. Draw attention to the new glass lobby

Design Approach

The transformation, created by ESI Design, activates the building and the surrounding area with **movement** and **personality**. The design centers on the flow of **Boston**: an epic-scale media band featuring animated silhouettes and schools of fish that react to people as they pass by the building and through the lobby.

The Boston Media Band highlights the city outside the building and the bay just beyond it. The media begins around the exterior corner of the building, moves inside, and wraps around the lobby. Like the glass lobby itself, the Boston Media Band breaks the barrier between inside and outside, invites people into the property, and raises the building's street level presence.

Specifically, this design includes:

- A media band with **dynamic** and **reactive media modes** that mirror the pace of the building by reacting to traffic through the lobby. The media band stretches across the entire lobby and will be visible to tenants and visitors regardless of which entry they use.
- **Architectural lighting** activates the façade and interior at night, and can be dynamically programmed to use holiday-appropriate colors
- Custom **building ID** brands the building's new lobby
- **New security desk** featuring the building ID logo
- Recommendations for **new materials** and **furniture** to complement the newly branded space

The Boston Media Band

For pedestrians, visitors, and tenants, the Boston Media Band extends the experience of the building into the street and brings the energy of the city into the building. Through reactive behaviors and whimsical, unexpected moments, the media band creates a lively, memorable experience for everyone who enters and passes by the building.

The band's custom form factor erases the distinction between interior and exterior, broadcasting the building's identity to the street and down the block, helping draw people into the building. This bespoke display surface integrates into the architecture, while its game engine-powered content always seems fresh and matches the human pulse of the space.

The Boston Media Band also features three different media modes, further augmenting the diversity and freshness of the content. The three media modes include:

Silhouette Mode

A parade of silhouetted people strolls down the media band, mimicking the flow of people during their morning and evening commutes. The people are playful, inviting people into the lobby and projecting the energy of the building out onto the sidewalk. As visitors and tenants enter the lobby itself, the silhouettes wave, dance, and react with surprisingly real humanity. Outfits based on the weather add another realistic dimension to the silhouettes, while the rare appearance of a giraffe or moose and a range of different visual styles add a dreamlike quality.

And of course, this being Boston, the silhouettes also change their imagery and behaviors for major events like:

- Red Sox, Patriots, Celtics, and Bruins home games
- The Boston Marathon
- The Fourth of July, Saint Patrick's Day, and the winter holidays

Bay Mode

An underwater panorama takes over the lobby, filling the space with animated schools of fish based on species native to the Charles River and Massachusetts Bay. Scup, mackerel, bass and cod swim across the display and school around people who gather at the band. Appearances from whales and seals add moments of surprise, while a wave of jellyfish emerges if someone dwells by the media band long enough. All this activity takes place across three different aquatic environments and is illuminated by dynamic lighting that shifts over the course of the day.

Building ID/Tenant Message Mode

The media band also provides a platform to showcase the building's brand and features customized tenant messaging. A simulated cloth texture background adds artistry and motion to this informative mode and serves as a neutral backdrop for the building logo.

DESIGN

Interesting Facts

- The continuous media band is 84-feet in length and 7-feet in height
- The media band is positioned 44" off the floor
- 590 square feet of LED displays
- Diffused 3.9mm LED media band
- Both the exterior and interior portions of the media band are reactive
- Three (3) different media modes are featured
- The animations on the media band are software driven by a suite of LIDAR Sensors (Light Detection And Ranging Sensor), a CPU capable of producing real-time changes and a CMS back-end that allows administrators to customize the content.
- Sensors in the ceiling enable two different zones of interaction:
 - A distant, reactive zone where the foot traffic through the space regulates the pace of the media display
 - An intimate, proximal zone where users can directly interact with the media display
- Scenes on the media band are generated in Unreal Engine - a real-time rendering platform typically used in gaming environments
- The new building ID, like the interplay between the original Art Deco building and the new glass lobby, combines a classic modern style with contemporary professional elegance.

DESIGN

Project Partners

- Lead Experience Design: ESI Design
- Architect: Elkus Manfredi
- Fabricator: Dimensional Communications, Inc
- Systems Integration: Electrosonic
- CMS and Sensor Software: AV&C
- Software Development: Arbitrarily Good Productions
- General Contractor: Turner Construction