



CREATIVITY  
+ TECHNOLOGY



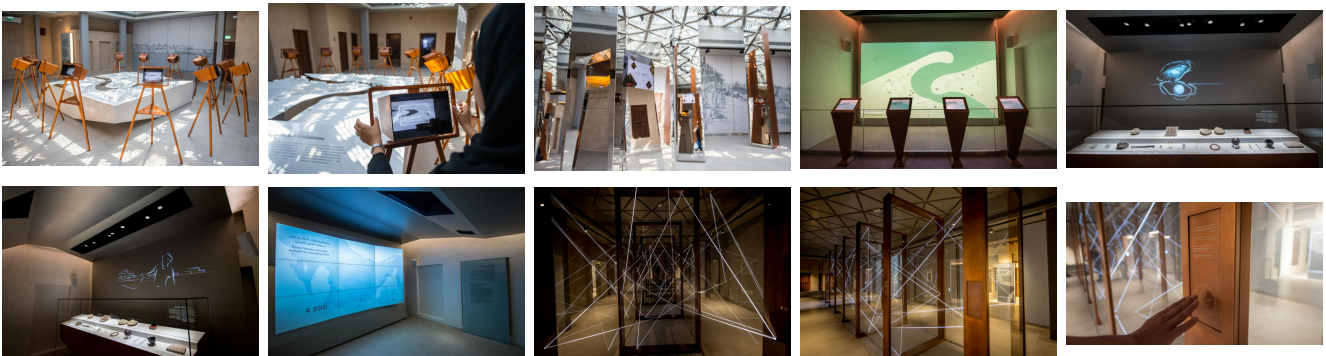
## BIRTH OF A CITY

AUDIOVISUAL INTEGRATION

### Al Shindagha - Dubai Creek

Dubai, UAE, 2019

Dubai Creek has played a vital role in the economic development of the city since it was founded. Originally a hub for local and international trade, the creek eventually became a sought-after destination for pearl fishers as well as an important shipping route. The Dubai Creek: Birth of a City pavilion at the Al Shindagha Museum was created to document the history of Dubai, paying tribute to the spirit of innovation that has helped it become the world-class city it is today.



## Description

*People of the Creek* is the first interactive installation awaiting visitors as they enter the exhibition. The visitors can control with their hands the beams of light transmitted through fibre optics, thus creating an instant connection between them and their fellow visitors. This digital experience is meant to symbolize the importance of communication and the exchange of information between the communities that form the United Arab Emirates. GSM Project, the Exhibition designers, called on XYZ to integrate the audiovisual components, lighting and interactive experiences to delight and enthrall audiences.

Visitors are encouraged to look through different viewing machines located around an interactive display of the creek and learn about its history from various points of view. The video content is activated by touching the viewing machines. Several interactive screens are also integrated into mirrored columns to reveal the museum's artefacts in their best light. Game stations and a photo booth further add to the fun as well as the projection video mapping that is used to display more information about the Creek.

### Mandate

Audiovisual Design

Integration

Lighting

### Expertise

Audio

Video

Lighting

Control systems

Interactivity

### Production

Dubai Municipality & Culture

### Design

GSM Project