



THE FAMOUS GROUSE EXPERIENCE, 2002

Brand promotion of a different kind in the new Visitors Centre at the Glenturret Distillery, Scotland

ART+COM created the “Famous Grouse Experience”, an interactive show specially designed as the main attraction of the Glenturret Distillery Visitors Centre.

In this “interactive environment” – a room with all-round projection – visitors are able to interact with film images in real time. By jumping or stomping they can break the ice projected onto the floor. They can also run across the surface of the water, making waves as they go – without getting wet, naturally. Up to 20 people can enjoy this experience simultaneously.

There is close linkage between the show’s content and style and the familiar TV advertisements for “Famous Grouse”. The lighting choreography, an interactive sound system and the aroma of whisky diffusing through the room

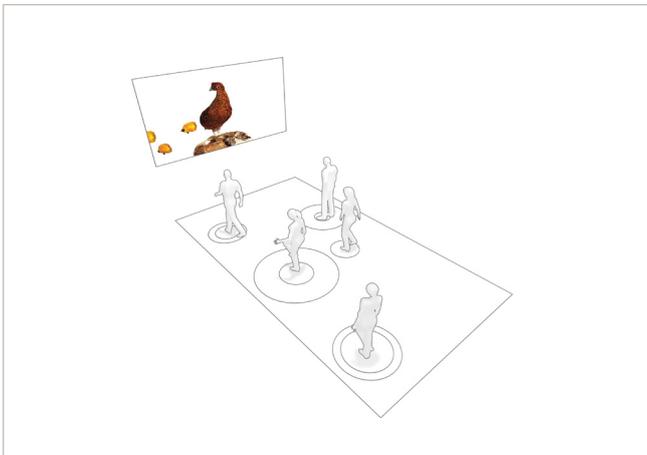
make it all an experience for the senses. The show’s playfulness provides 800 visitors a day with an unconventional encounter with this brand of Scotch Whisky.



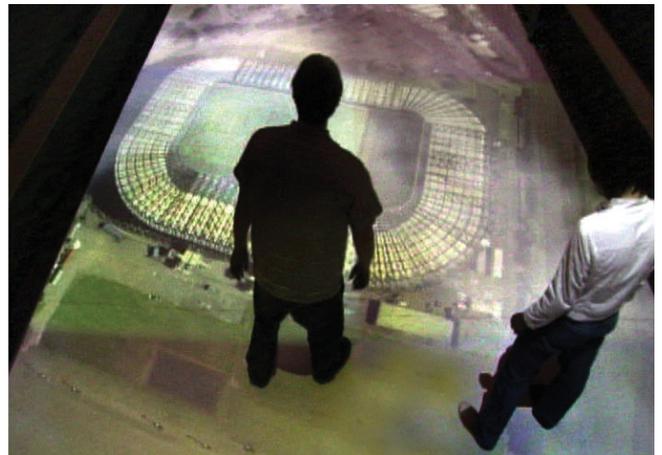
The installation uses floor and wall projections



Breaking the ice



Layout of the installation



Flight over Glasgow

Client

Highland Distillers Ltd., Scotland

Services

Concept, project management, design of media, graphic design, screen design, models and animation, XML programming, software development, planning of media, installation, after-sales support and maintenance consultation

Technology

6 graphic PCs and 6 XGA beamers for floor projections, 1 beamer for wall projections, 6 infrared spotlights and 2 infrared cameras for position tracking, 8 shock sensors for footfall recognition, 1 PC for system control, 1 PC for lighting and audio control (DMX and Midi), 24-track audio system, high definition picture and film projection using ART+COM real time software, show management using SMIL programming and ART+COM's own Show Control System, olfactory fan system for whisky aroma diffusion

Special features

Floor projections over entire area using 6 beamers, edge blending and automatic colour correction, maintenance/support consultation from Berlin