



BrightSign powers huge LED wall at The Fashion Gallery in Vienna International airport shopping plaza

Lagardère Travel Retail has recently opened its new 'The Fashion Gallery' concept, an 800m² shop in Vienna International Airport Shopping Plaza Terminal 2 Departure under customs area.

To make this exceptional and magical, the customer wanted a special design covering an entire wall. TMM Trison had to make a thorough study of the surface to develop because of the complexity of its particular shape. The French and Spanish teams of the Group installed the largest LED wall in Europe at the entrance to The Fashion Gallery. TMM Trison studio is also able to accompany Lagardère Travel Retail and brands in adapting their content to this specific wall.

The video production was created and directed by our partner 3D Mapping Factory. The concept was to trigger an optical illusion by extending the existing boutique seamlessly onto the LED screen wall. Then magic occurs: Donnerbrunnen fountain appears and spills water on the travellers, and the audience embarks on a dazzling journey over Vienna's iconic landmarks.

This 105 m² immersive installation takes the passenger experience to a whole new level.

Hardware:	BrightSign
Display Technology:	Absen LED, Pitch 4
Installer:	Trison and TMM Trison teams
Content :	3D Mapping Factory
Client/End User:	Vienna International Airport

Video link <http://bit.ly/38Nzwtb>