



Swiss Museum of Transport, Lucerne — Media Factory 2008

The Media of the Permanent Exhibition

iaart conceived and planned an interactive multimedia system on the operating methods and processes of television and broadcasting studios. The exhibition areas 'Production', 'Selection' and 'Distribution' exemplify three steps in the production of TV programmes by SRG SSR idée Suisse, a Swiss TV and radio broadcasting station. Among other media installations, there is a TV studio where visitors can act as producers and moderators them-

selves and create their own TV show. All performances and productions are presented live on screens in the exhibition and can be saved to be shown on the Internet. The producers decide where their content shall be presented. Through the bar code on the ticket, the system automatically relates the content to the visitor who produced them.



Touch screen for direction of a TV show



Service station for showing and collecting the own broadcast



Video installation for selection of material for newscasts



Test installations in the iart studio

Client / Customer

SRG SSR idée suisse
Swiss Museum of Transport, Lucerne

Services iart

Concept, planning and programming of the media

Media

ID terminal with barcode reader for personalisation
Video installation with 94 screens
Interactive media installations
Internet portals
Webpage with personalised log-in, linked with CMS
Content Management System (CMS)

Project Partners

Bellprat Associates AG, Content and design
tegoro solutions ag, Realisation and installation of media

Project Duration

10 months

Opening

November 2008

Exhibition Duration

Permanent exhibition

Exhibition Area

580 m²