

Innovations in Art and Connectivity at The Shed

Overview

The Shed, located in Hudson Yards NYC is a unique venue whose mission is to innovatively connect all types of creative arts disciplines such as music, dance, theatre, literature, painting, digital media, and more. The state-of-the-art, one of a kind 200,000 square foot building is made up of 10 floors and includes a 17,000 square foot plaza that nests beneath a moveable shell that, when expanded, exposes approximately 2 million cubic feet of interior space. Seamless and secure solutions for Internet connectivity, IP voice services, WiFi, and Locative services are a necessity for the public, employee, and exhibition spaces across the multi-floor facility.

The Challenge

To accomplish The Shed's mission of supporting artists' most ambitious and progressive creations, the venue needed to have solutions that were as innovative as the building's unique design. The interactive and immersive customer experience had to be seamlessly supported with reliable connectivity to satisfy daily operational requirements. Plus, the locative requirements of many of The Shed's art exhibitions along with its unique retractable roof – expanding the building's footprint by housing an audience of over 2,000 and accommodating large-scale performances and installations—created exceptional challenges for connectivity

The Solution

The atypical challenges that the venue provided inspired a great collaborative effort between the teams at Lightpath and The Shed. With connectivity being among one of the highest critical priorities, Lightpath implemented the following to provide a successful audience experience as well as to keep The Shed daily operations running smoothly.

- 2 x 10G diversely routed Internet connections, with load sharing and automatic failover, to support the entire scope of LAN requirements.
- Custom Managed LAN – which includes 2000+ required LAN connections on a fully redundant LAN infrastructure (logical and physical)
- Hosted and Enterprise Voice solutions (both with failover protection)
- Managed WiFi
- Locative services for the main galleries and theater

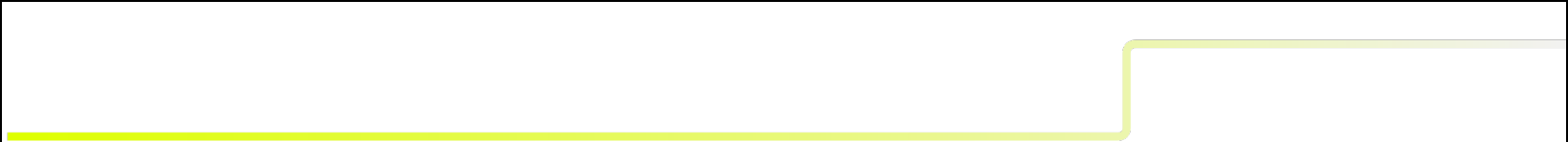
The Lightpath Managed LAN supports the WiFi solution that powers the entire facility and provides the theatrical and locative experience that The Shed desires for its audience and artists. Heat maps were created to ensure the achievement of total building coverage.



Location:
New York City

Industry:
Entertainment

Solutions Used:
Internet
Custom Managed LAN
Voice
Managed WiFi
Locative Services



One of the most challenging aspects was WiFi coverage for The Shed's retractable roof when it was un-nested and in use as an enclosure for the outdoor plaza. The solution called for a large set of strategically placed Access Points placed 120 feet above the audience set with a narrow coverage beam, rather than on the walls so that they would not be affected by the myriads of possible event requirements of the space.

As part of the solution, The Shed has a WiFi portal to view operational information on their network such as SSIDs, the status of hardware, performance metrics, and more. The marketing engine will enable The Shed to notify and market their latest campaigns and themes to customers as they log in to the WiFi on-premises.

The Managed LAN drives not only reliable WiFi coverage but also locative services, powered by Bluetooth beacons, which enable enriched experiences for all visitors. Artists use locative services to trigger something to happen as visitors walk through their exhibition and also to share information about the artistic experience with the patrons. The navigational aids, provided by the locative services, also arm The Shed with insights to valuable analytics such as guest habits and performance successes. The Shed's prime location in the northern section of the High Line enables further use of locative services to attract potential visitors.

The Outcome

Since its opening in April 2019, The Shed has leveraged multiple Lightpath solutions such as connectivity, WiFi, locative services, and Hosted Voice to help successfully fulfill its mission — connecting people to new works of art. By using a collaborate process, creating innovative technology solutions, and providing ongoing communication and support, Lightpath innovative solutions continue to enable The Shed to successfully provide seamless, secure connectivity, WiFi, and more for employees, artists, and visitors throughout the inspiring venue.

According to Ezra Wiesner, CTO at The Shed, "Our mission is to connect people with new works of art, and Lightpath provides the seamless connectivity solutions that makes so much of that possible. The relationship has been very positive, and we really look forward to partnering with Lightpath in the future."

To learn more about all the solutions Lightpath can provide your organization, including custom solutions, visit lightpathfiber.com or call 877-544-4872.