

American Airline Arena

Miami, USA

The American Airline Arena built ten years ago for the NBA team Miami Heat – popularly referred to as Triple A – has long been considered an attractive location for big-name concerts such as Madonna, Celine Dion, U2 or Justin Timberlake, and it has hosted the MTV Video Music Awards several times. Every year 1.4 million sports and music fans visit the arena.

With the installation of the Mediamesh® façade – almost 320 square meters in size – that follows the curve of the main building façade to the west, the AA Arena performed a spectacular feat. This first large, transparent media façade in the USA has transformed the arena to Times Square South. The expectations regarding the new, digital outdoor advertising platform of contractor Heat Group were high: The view from the lounge was not to be hindered, and the façade was to be able to display videos as well as be clearly visible even in daylight. And the significance of the arena as a dynamic, innovative focal point of the city was to be underscored. Sustainable efficiency was also important: the system was to have low energy consumption but be able to resist extreme weather conditions - even hurricanes with winds up to 235 km/h – while requiring little or no maintenance. The arena management team was pleased to find Mediamesh® the system that can meet such complex

demands, even architecturally.

The transparent stainless steel mesh with integrated LED profiles melts right into the architecture of the prominent showplace, opening a whole new dimension of communications media. Because the woven shell is transparent, the rooms behind the mesh are not affected in any way. And the nearly invisible cables make the back of the media façade attractive, too. Whether it is showing still images, graphics, films or live broadcasts – with its tailor-made design for optimal use, the innovative system for bringing large surfaces to life, day or night, knows no limits. This is facilitated by the pixel spacing attuned to the specific project, guaranteeing optimal resolution. Brilliant images created by high-luminosity LEDs make a statement even in the brightest daylight.

Environment:	marine
Use:	mesh screen façade
Material:	316, GKD Mediamesh finish
Manufacturer:	GKD
Photographs:	GKD / a2a Media
More information:	gkdmediamesh.com impetus-pr.de





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