Photo Credit: Kyle Zurkus Photo

Talking Stick Resort Takes Jaw Dropping to a New Level with Unique Entryway Installation

In 2022, Nanolumens was selected by integration firm, CCS Presentation Systems (CCS), to help create a unique entryway feature for the Talking Stick Resort in Scottsdale, AZ. The Four-Diamond luxury resort envisioned an immersive experience that would make their patrons' jaws drop and create a moment for pictures to be captured and shared on social media. CCS tapped Nanolumens for the dvLED digital canvas, tvONE and their Green Hippo servers and media distribution technology, and OpenEye Global for content creation in the entryway rotunda.

Together the partners set out to create a custom solution for the 40' by 40' circular rotunda that would be worthy of any viral social post. In coordination with CCS, Nanolumens fashioned the illusion of a dome using their Nixel Series™ 1.87mm dvLED.

It was incredibly important to capture the culture of the Native American Tribes of the area, the *Pima,* and the *Maricopa*—as well as other Native American cultures. The content displayed on the circular dvLED displays pays tribute to the Arizona landscape with brilliant wildlife footage of butterflies, eagles, coyotes, and horses amongst the breathtaking mountain and desert scenery featuring fully immersive, anamorphic content. The unique content even includes some holiday-themed and special ceremony-themed scenes that reinforce the native culture.

Challenges & Solutions

CCS Presentation Systems reached out to Nanolumens because of their success record with challenging locations like this one. In addition, they selected their number one choice in media distribution, tvONE, and OpenEye Global, a leader in large format anamorphic design, for content.

As with any 24/7 operation, planning, reconstructing, and installing a large structure while remaining fully open and operational can be a challenge. Reconstruction of the front entry included the removal of installed security cameras, speakers and can lighting and the re-routing of fire sprinklers.

Together, the partners rose to the challenge and completed the project while working suspended 10' feet in the air, and amid hundreds of visitors entering the casino or checking into the hotel.

If that wasn't challenging enough, creating a concave dome-like solution for the digital canvas with flat LED panels required strategic planning and precision from Nanolumens, who completed the look by creating a smooth border trim to the display.

Nanolumens collaborated with integrator CCS to install the Unistrut cross-grid structure and run the extensive amount of CAT9 cable and power for the panels. Since Nanolumens used their Nixel™ Series 1.87mm Rigid dvLED, they needed to create a

round wall using flat panels. The Nixel Series stands as a testament to the cutting-edge innovations in display technology and can transform any environment into an experience. The product is totally customizable and is available in any size or shape. By ingeniously fashioning the illusion of a dome, extensive planning went into how to engineer and construct the trim to create a smooth border around the rotunda.

The decision to choose Nanolumens' Nixel Series dvLED product over traditional curved LED panels was made by CCS based on factors such as flexibility, maintenance, and visual consistency. The modular nature of the Nixel™ product provided a distinct advantage in terms of ease of maintenance and reduced downtime. Additionally, the ability to achieve and maintain consistent size and shape across the display contributed to a successful and visually appealing installation.

Photo Credit: Kyle Zirkus Photo

The Results

The ambitious project took 13 months to complete from conception through final installation. The leadership team at Talking Stick Resort couldn't be more thrilled with the exceptional outcome achieved through the implementation of the cutting-edge dvLED entry installation. Their vision for an attention-grabbing spectacle was not only met but exceeded by the unwavering dedication and expertise of the project partners. The transformed entryway has become a focal point that captivates all who pass through it. Every guest stepping onto the property finds themselves compelled to pause and immerse themselves in the mesmerizing world of the 3D display. The ceiling-mounted installation appears overhead, casting a spellbinding array of larger-than-life images that evoke a sense of awe and wonder.

As guests enter the hotel's check-in area or onto the bustling casino floor, they find themselves drawn to the captivating display. It's as if they are seeking affirmation that what they just witnessed was not an illusion, but an astonishing reality brought to life. This attraction becomes an integral part of their Talking Stick Resort experience, etching unforgettable memories in their minds.

Fletcher Hickey, the AV Manager at Talking Stick Resort, expresses his satisfaction when reflecting on the successful project. With a profound understanding of the complexities involved, Hickey acknowledges the project's demanding nature. The endeavor required a meticulous reconstruction of the hotel's front entrance to seamlessly integrate with the installation. This process was undertaken with utmost precision, necessitating extensive testing and meticulous finishing touches.

What makes this accomplishment even more remarkable is the backdrop against which it unfolded. The resort maintained its operations around the clock, with its doors open 24 hours a day. The intricate project planning encompassed not only the installation itself but also the careful choreography of events such as Super Bowl LVII and MLB Spring Training. Juggling these diverse elements was undoubtedly a challenge, yet the project partners exhibited an unwavering commitment that resonated deeply with Hickey and his team.

The project partners worked hard and stayed committed, turning a big idea into reality while handling many logistical challenges. The outcome showcases their teamwork and skills, making Talking Stick Resort an innovative and exciting destination that surpasses expectations.

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