



PRESS RELEASE

For Immediate Attention

## **Engage provides tech for Hadid & Murdock! Interactive specialists key to the success of high-profile projects**

**Engage Production Ltd**, the interactive technology for branded environments specialist, has been hugely instrumental in the success of the new, Zaha Hadid-designed Glasgow Museum of Transport, which opened to the public in late June 2011 – and is now lending its technical know-how to News International.

Based at Glasgow harbour, the new Glasgow Museum of Transport is already being declared a design classic and a runaway success, and is flooded with high-tech interactives and jaw-dropping displays. Engage had a huge part to play in the realisation and delivery of many of the museum's key concepts, including the installation of a 13-metre diameter, 7-metre high overhead sculpture displaying the history of the bicycle – and a further seven integrated digital exhibits.

The bicycle concept comprises a graceful mobius trip, a single helical twist of 200 years of the bike. Engage was responsible for developing the design, structurally engineering, fabricating and installing the structure and lighting system – part of a £500,000 tender. The second part of the tender consisted of seven exhibits of high-end finished interactives – key attractions to visitors that create show-stopping moments.

“This was a challenging yet fun project to work on,” comments Engage Production MD Steve Blyth. “It was wonderful to be involved in adding value to such a beautifully designed building, and to be instrumental in ensuring that the interactive content lived up to the billing of the building's designer! I think we managed to do Zaha's architectural vision justice.”

The Engage Production project for News International is part of the media giant's 'Tech Bar'. Based at News International's Canary Wharf head office, Tech Bar is a hub providing staff with access to essential tech such as phones, laptops and tablets. Staff interact with a multitouch desk supplied by Engage, with bespoke content. The desk has access to key websites, boasts tag recognition for all products, and links to peripheral screens and a content management system – maintained by Engage.

**RELEASE ENDS**

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## About Engage Production Ltd

At Engage our business is realising innovative, interactive concepts for branded environments – bringing to reality creative ideas, vague concepts and dream scenarios. Partnering with clients and agencies, we add value to creative endeavours by ‘bolting on’ to existing design processes. We source and develop the latest, most envelope-pushing technologies and materials – and our experience and knowledge cuts across the vast spectrum of interactive and 3D design. Engage work is always of the highest quality, and our unique expertise provides clients with all the know-how they need: we’re a safe pair of hands; a one-stop creative shop that always delivers, on time and within budget. Engage’s technical expertise ultimately helps consumers to interact with brands, enabling our clients (and our client’s clients!) to engage with their customers more effectively. We ‘major’ on the following: Gestural tracking; technical installations; content programming; 3D animation; augmented reality; multitouch installations; videowalls; bespoke digital displays. And thanks to our Innovation Store, we’re able to source the latest tech to deliver what’s required of us – and more.

We recently launched our own dedicated quarterly magazine, *TouchPoint* – to bring our clients (and the press) up-to-date with what we’ve been up to, with news, case studies, interviews and features. We also commissioned a new showreel, to visually showcase our technical knowhow and expertise in less than a minute.



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