



MEDIA EYES

BIRMINGHAM NEW STREET STATION

In 2015, Network rail successfully transformed Birmingham New Street Station into a modern Transport and Retail hub. Positioned above the entrances of the architect-designed station are three uniquely shaped, full motion digital screens, targeting footfall in and around the development.

Created using D3 curved modular LED panels, the bespoke 'Media Eyes' were designed by Concept Sign and Display. With content managed by Ocean Outdoor, the installation provides a visually stunning and interactive advertising opportunity that generates significant revenue for Network Rail.

THE HARDWARE

- Three 16mm D3LED Displays
- Largest Eye 106m²
- 24/7 Operation

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'Bob Kronman is a trustworthy, reliable project manager. He is exceptionally knowledgeable and very good at driving teams forward with solid resolve. Working in partnership with our team, Kronman Associates are now a trusted supplier to our business. Their expertise ensures peace of mind as they liaise and manage client relationships professionally, they are a pleasure to work with'

David Neale, Director
Concept Sign and Design



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THE NEED

Contracted by Concept Sign and Display, Kronman Associates were brought on board to project manage the complex installation. The development required a unique curved design to maintain the aesthetics of the new building.

Specialist LED and project management experience was essential to ensure the installation ran smoothly and in compliance with the procedures and regulations of Network Rail, and their principle contractor, MACE.

THE ROLE

Working with architects, designers and other onsite trades, Kronman Associates provided full-time site management, administration and H&S consultancy. Creating a full scope of works and schedule in accordance with Network Rail, the project also saw Kronman manage and co-ordinate onsite deliveries and all subcontractors chosen by D3 Europe.

THE RESULTS AND BENEFITS

Clear communication, efficient site staffing and expert knowledge resulted in Kronman Associates delivering the installation successfully, on time and in budget.

Contact us

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