

## FAME | INTERACTIVE MUSIC MUSEUM

Concept for the interactive exhibition dedicated to the Finnish artists at the Finnish Hall of Fame in Helsinki

FAME | Interactive Music Museum

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## **BASIC INFORMATION**

### **Tripla – The new Helsinki City Center 2019**

- architectural landmark and visual highlight of the city
- large Central Mall, restaurants, two hotels
- theatres, movie theaters, entertainment cultural and sports facilities
- over 70-80.000 daily and 25 million annual visitors in 2019
- busiest railway station in Finland (by 2020: in the nordic countries)
- excellent connections with train and cars from all over Finland and from the Airport (Airport Train)
- short 20 minutes drive from the Harbours with Cruisers
- "Finnish Music Hall of Fame" will be built next to TRIPLA with the main entrance located in the mall



LOCATION: MALL OF TRIPLA



LOCATION: FAME - FMHF



**LOCATION: FAME - FMHF**



LOCATION: FAME - FMHF



- Finnish Music Hall of Fame is based on the existing ABBA Museum / Swedish Music Hall of Fame. Contents will be adapted and localized.
- interactive entertainment concept for the different time periods and most well-known artists
- featuring 120 artists from the early 1920's until 2010's (and beyond)
- 5 top attractions offering interactive experiences for the visitors
- theme restaurant / café with winter terrace open throughout the year



FAME | Interactive Music Museum

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**CONCEPT**

## GOALS:

- **create a memorable experience for people visiting the museum**
- **provide information about Finnish music history without overwhelming visitors with facts**
- **celebrate the Finnish spirit of music**
- **honour Finnish music artists and accomplishments**
- **Create a sustainable WOW effect and encourage repeated visits**
- **Embrace the emotional impact that music has on everyone of us.**

# EXCITEMENT



# NOSTALGY

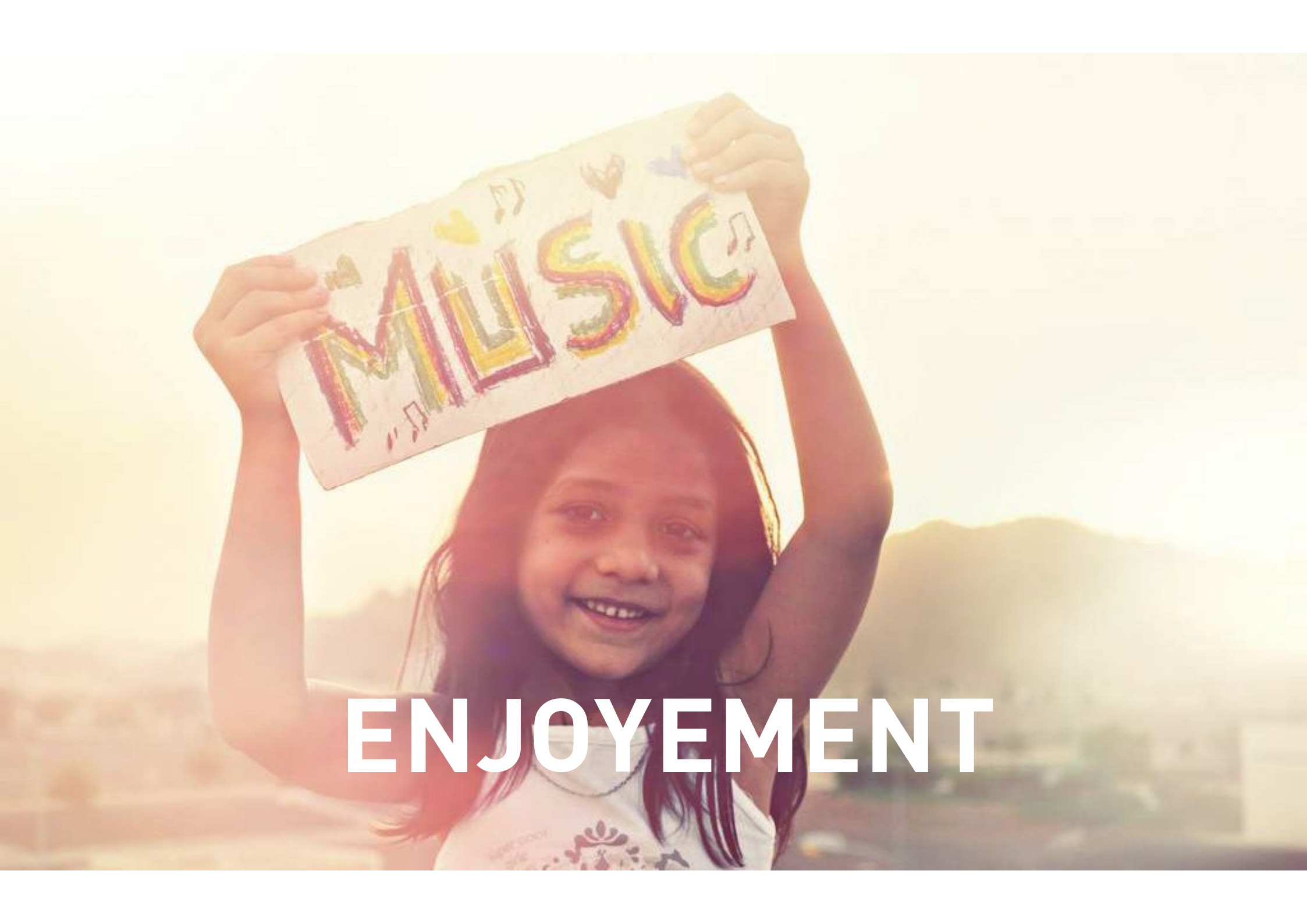




**PASSION**



**ADMIRATION**



**ENJOYEMENT**

FAME | Interactive Music Museum

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## **IDENTITY**



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## IDENTITY

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- clear, straightforward shape language
- neutral, timeless design to embrace styles and trends of all decades equally
- integrated descriptive line, clearly communicating the 'official' character of the FMHF
- Finnish national colors reflect dedication to Finnish heritage

**FAME**  
FINNISH MUSIC HALL OF FAME

**FAME**  
FINNISH MUSIC HALL OF FAME



FAME | Interactive Music Museum

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**DESIGN**

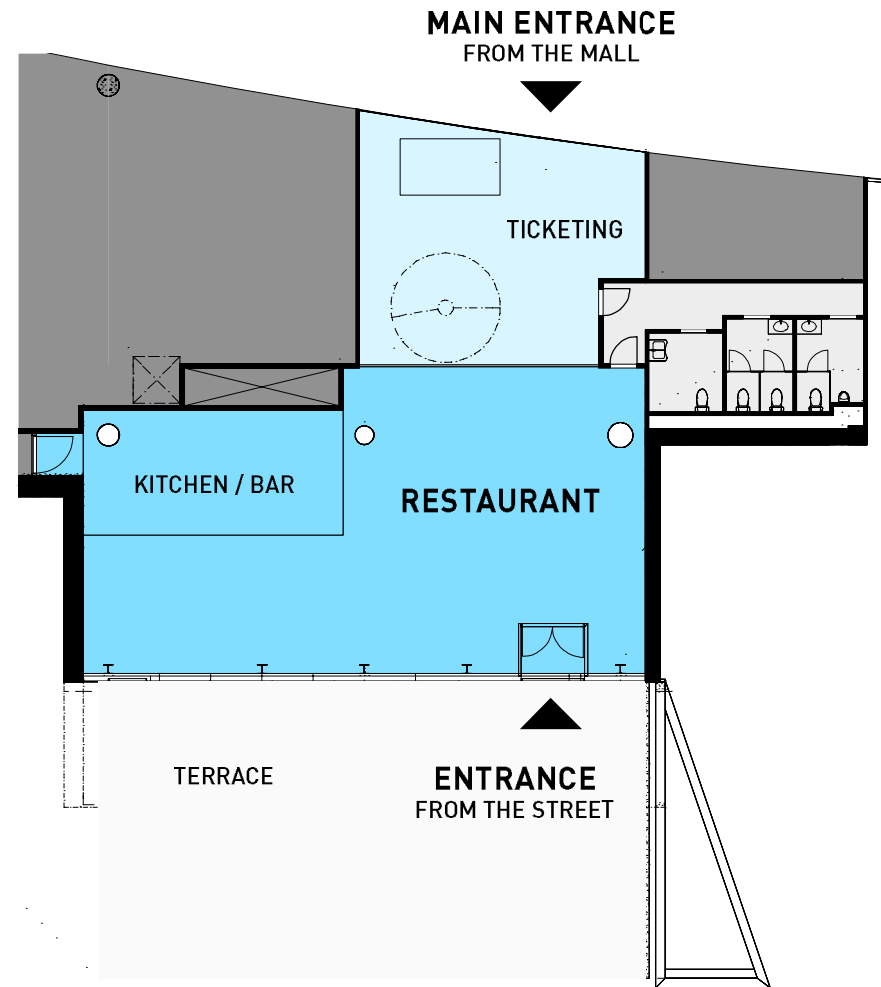
## ZONING

### GROUND FLOOR

MUSEUM ENTRANCE (TICKETING) \_\_\_\_\_ 65 m<sup>2</sup>

RESTAURANT (SEATING / KITCHEN / BAR) \_\_\_\_\_ 165 m<sup>2</sup>

RESTAURANT TERRACE \_\_\_\_\_ 165 m<sup>2</sup>



## ZONING

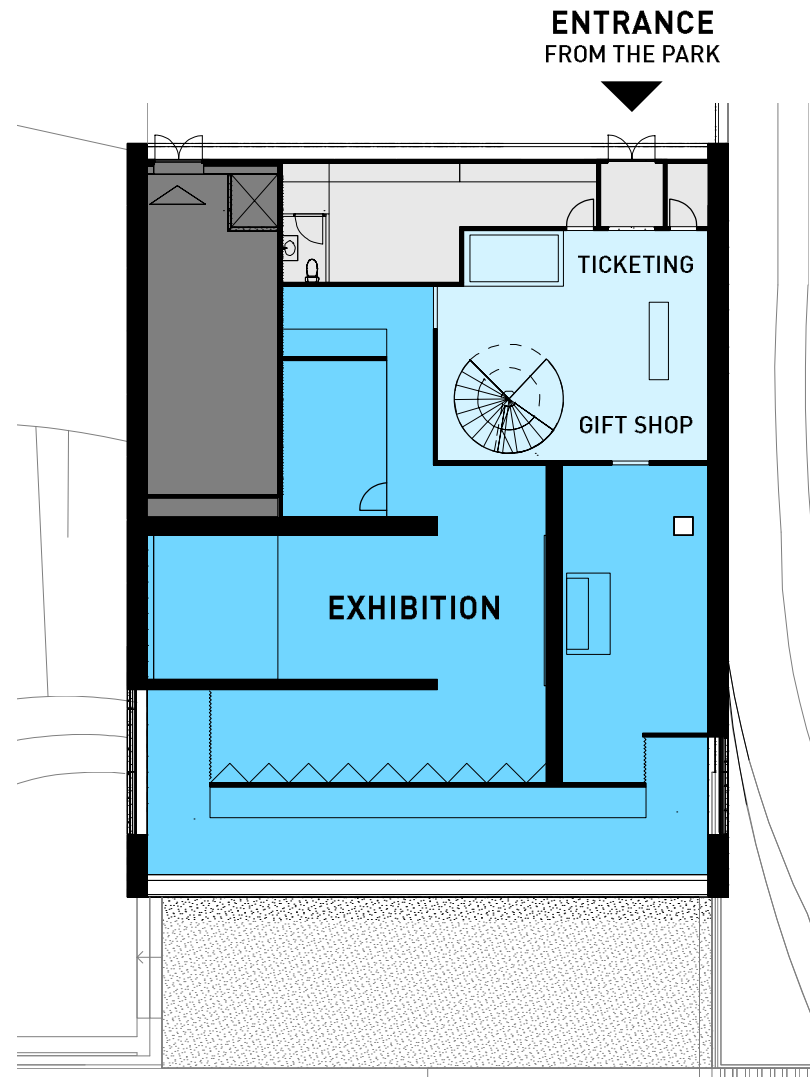
### FIRST FLOOR

MUSEUM ENTRANCE \_\_\_\_\_ 65 m<sup>2</sup>  
(GIFT SHOP / TICKETING)

EXHIBITION ZONES \_\_\_\_\_ 260 m<sup>2</sup>

BACK ROOMS \_\_\_\_\_ 35 m<sup>2</sup>  
(EMPLOYEES ROOM / STORAGE)

- Entrance via lift or stairs from the mall in the ground floor
- Direct entrance from the park
- Panorama window to the main street

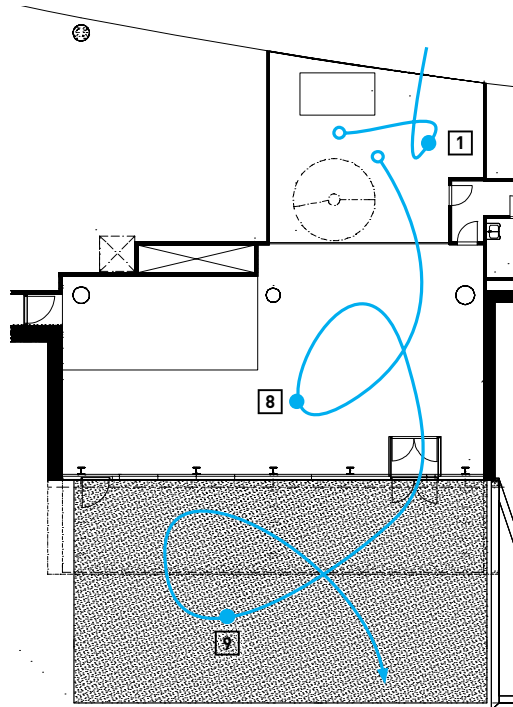


## VISITORS JOURNEY

The FAME takes visitors on a 9-step journey through the world of music - and lets them experience the life of a real music star!

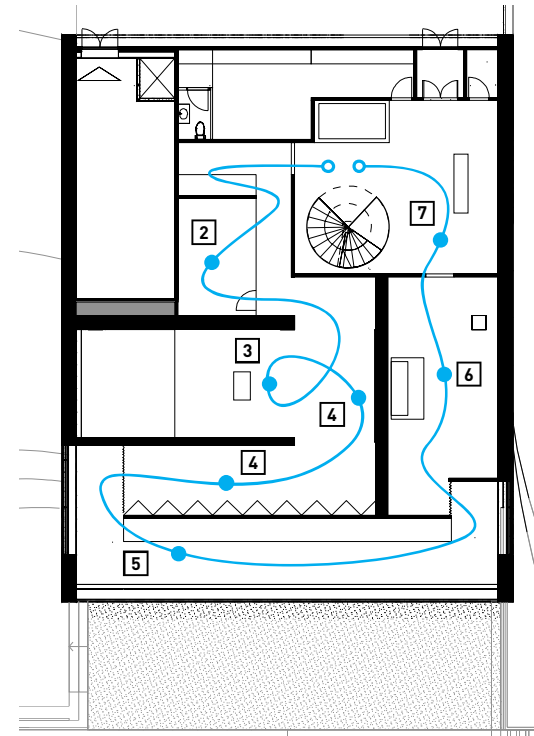
### GROUND FLOOR

- 1 INTRO
- ...
- 8 RELAX
- 9 FASCINATE



### FIRST FLOOR

- 2 RECORD
- 3 PERFORM
- 4 HONOUR
- 5 REMEMBER
- 6 ADMIRE
- 7 RETAIN



1

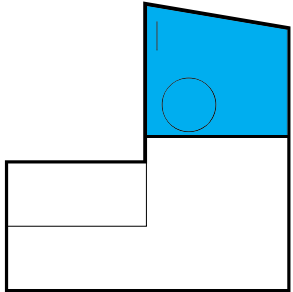
# INTRO

THE JOURNEY TO FAME BEGINS

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## ENTRANCE AREA / ELEVATOR

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### 1 INTRO

THE JOURNEY TO FAME BEGINS

The Elevator to the 1st floor takes the visitors directly into the exciting world of music. In a few moments, they will feel like a star themselves!

## READY TO BE FAMOUS?

# GET READY FOR **FAME!**

The visual installation is visible to both the visitors in the lift as well as people in the adjacent mall.



## RENDERING



GLASS ELEVATOR MOODS



**STAIRS MOODS**



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## WRIST BAND

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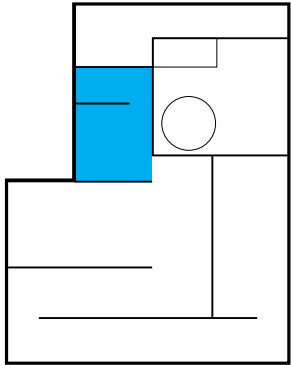
The special ticket to FAME: Every visitor gets a festival-style wristband as proof of payment that also entitles for special bonuses for returning visitors and acts as a collectible fan item itself.



2

# RECORD

CREATE YOUR OWN MIX



### 2 RECORD CREATE YOUR OWN MIX

The interactive installation recreates the experience of a recording session without the need for technical fitness or musical expertise.

Visitors take a seat at the producer's table and can remix, arrange and modify pre-recorded pieces from Finnish musicians of all genres and times.



In the recording booth, visitors can perform their favourite piece without even using instruments. Their hand and body movements are tracked by cameras and converted into music. At FAME, everyone can play the guitar. Or the piano. Or the drums.

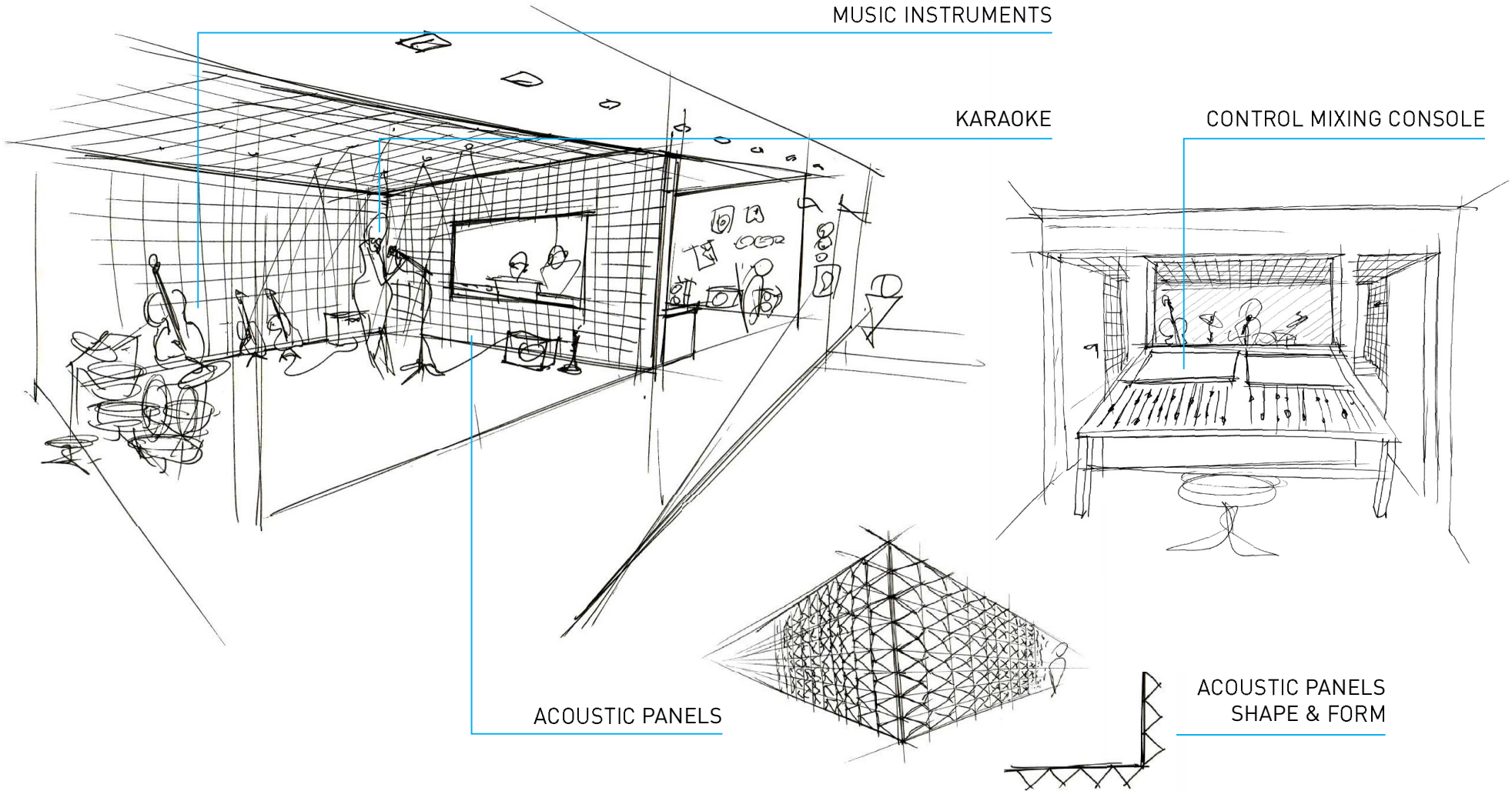
Of course, the live sessions can be recorded and remixed live by your friend in the producers room.

# CONCEPT SKETCHES

MUSIC INSTRUMENTS

KARAOKE

CONTROL MIXING CONSOLE



ACOUSTIC PANELS

ACOUSTIC PANELS  
SHAPE & FORM

RENDERING - SINGING SESSION





**RENDERING - (AIR)GUITAR SESSION**



AIR GUITAR MOODS

Link: <https://www.youtube.com/watch?v=0Xj462GY3Ww>



LOOK & FEEL MOODS



RECORDING STUDIO MOODS

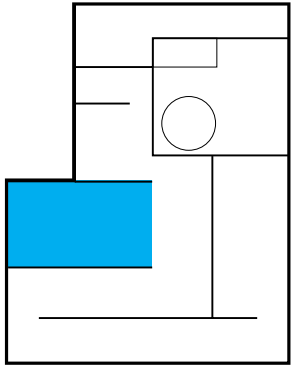


3

# PERFORM

THE STAGE IS YOURS

## ADAPTIVE STAGE



### 3 PERFORM

THE STAGE IS YOURS

Enter the stage of your favorite star! The displays in the background change the appearance of the stage according to the chosen musical genre and era. In addition, the scenery can be enriched with matching objects that are suspended and occasionally automatically lowered from the ceiling.

The transparent displays show real-life



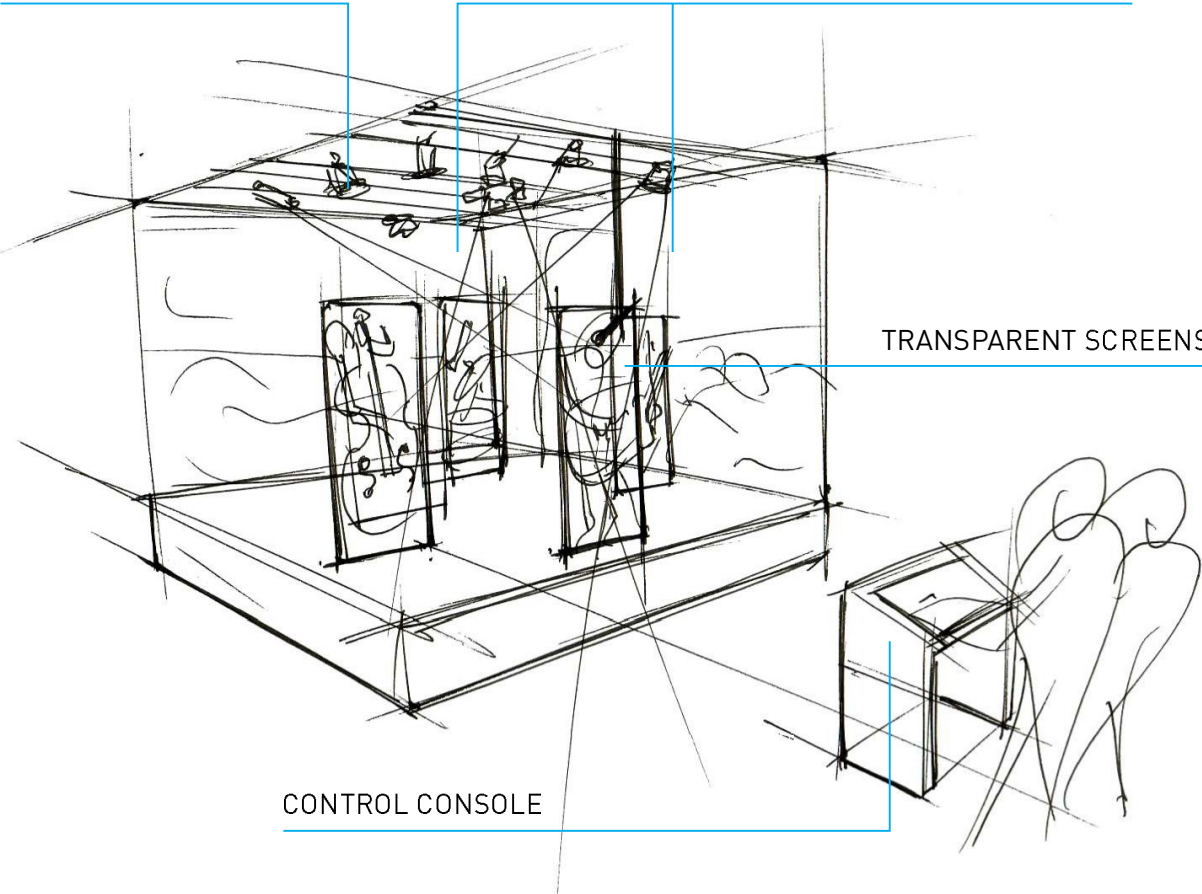
imagery of famous bands and performers live on stage.

The visitor takes his place at the interactive conductor's desk in front of the stage. From here, they can change the stage's appearance and lighting, remix the music, perform with turntables or even conduct a classical orchestra.

# CONCEPT SKETCHES

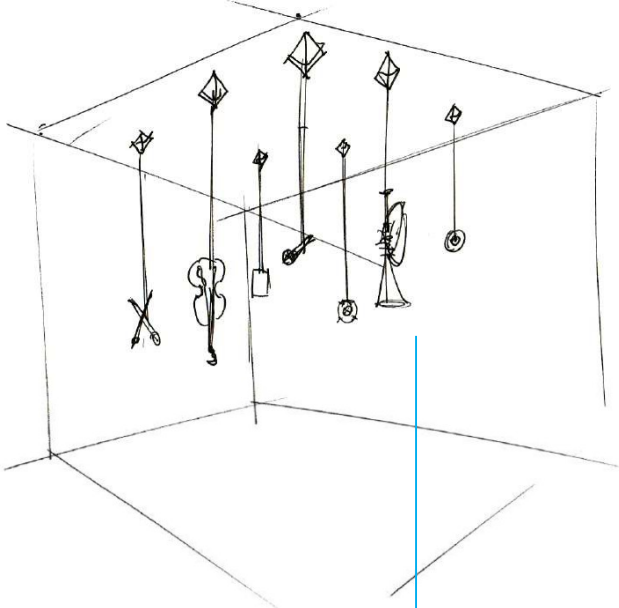
STAGE LIGHTS

LED WALLS - BACKDROP



TRANSPARENT SCREENS

CONTROL CONSOLE



KINETIC OBJECTS

MICROPHONE /MUSIC INSTRUMENTS

RENDERING - ROCK





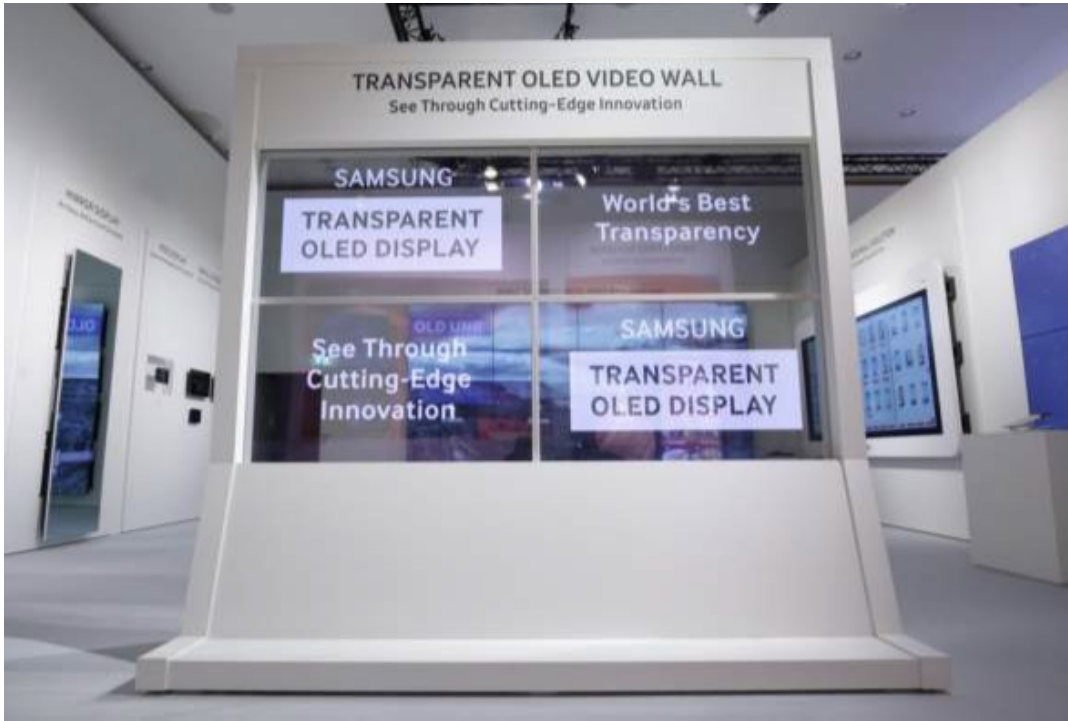
RENDERING - CLASSICAL



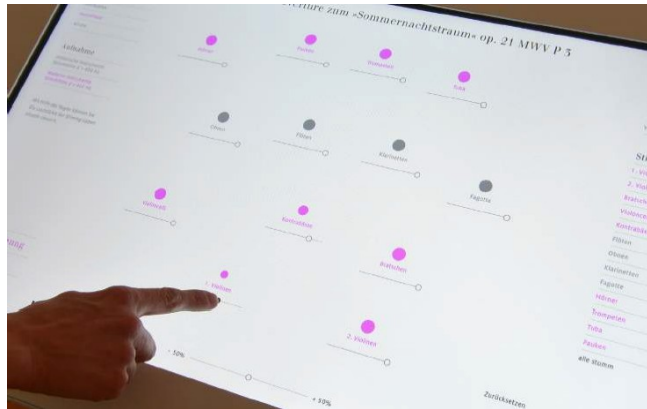
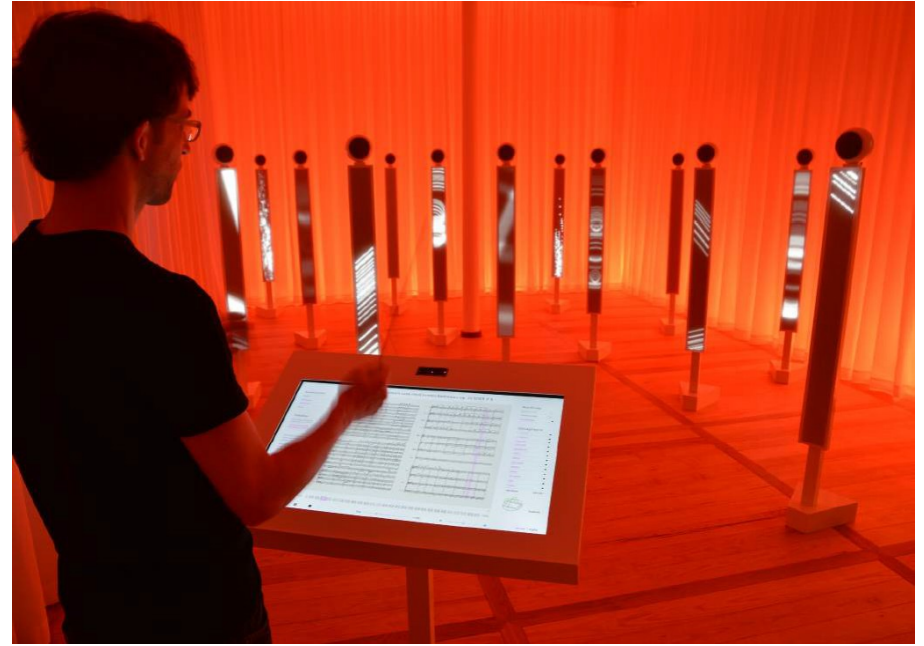
RENDERING - ELECTRONIC



# TRANSPARENT SCREEN MOODS



## REFERENCE WHITEVOID PROJECT - INTERACTIVE CONDUCTOR'S DESK



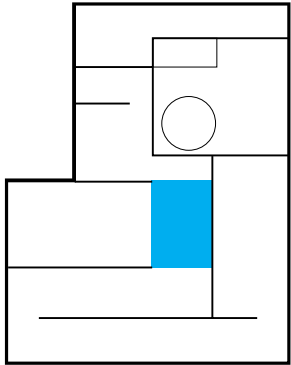
**Link:** [http://www.whitevoid.com/#/main/interactive\\_structures/mendelssohn-effektorium](http://www.whitevoid.com/#/main/interactive_structures/mendelssohn-effektorium)

4

# HONOUR

ENTER THE HALL OF FAME

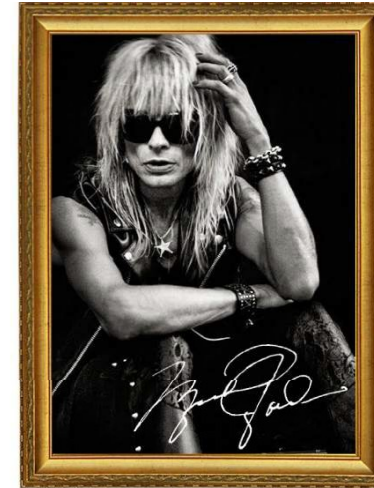
## THE WALL OF FAME



4

### HONOUR

ENTER THE HALL OF FAME



The whole “Wall of Fame” is an interactive multi-touch Display. It shows interactive information of over 300 Finnish artists and groups from all eras.

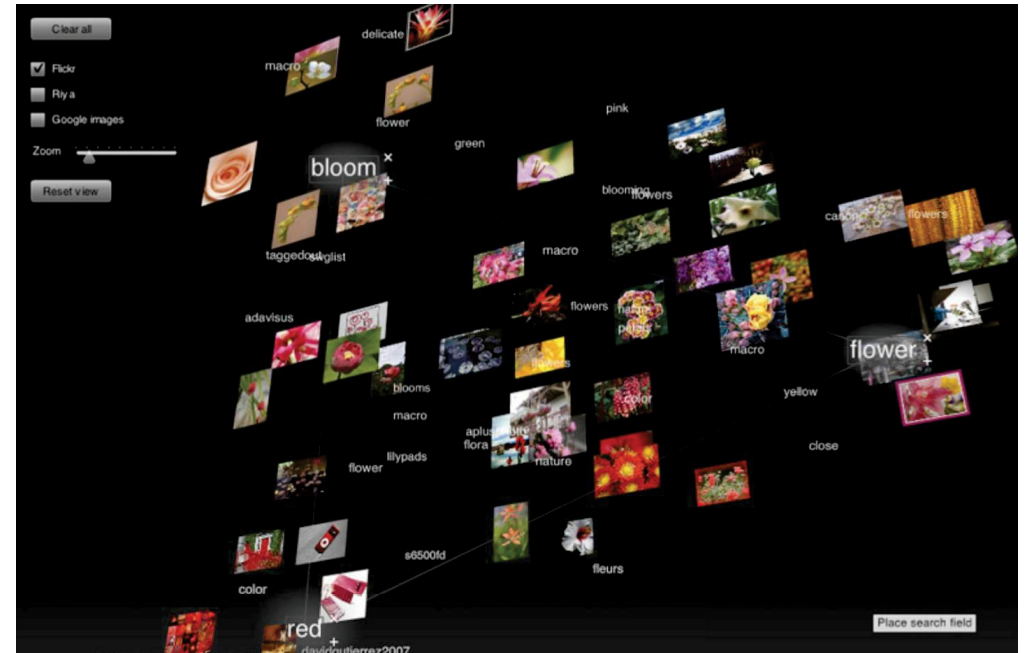
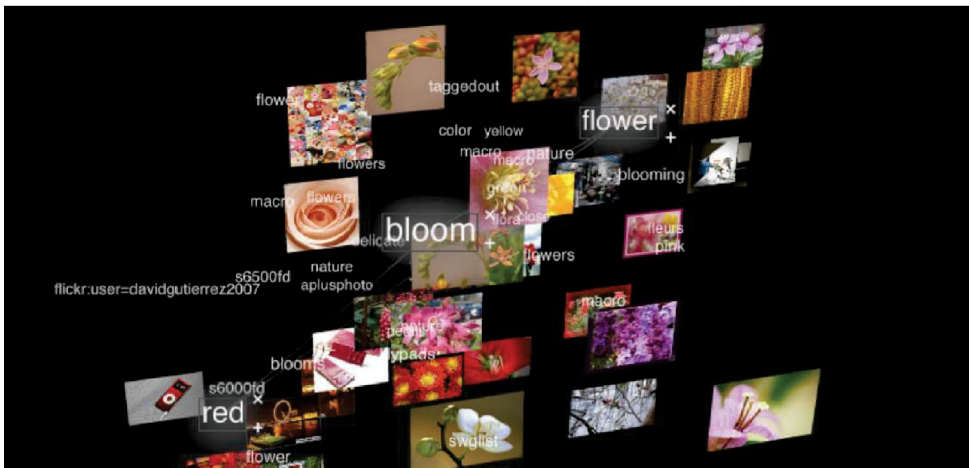
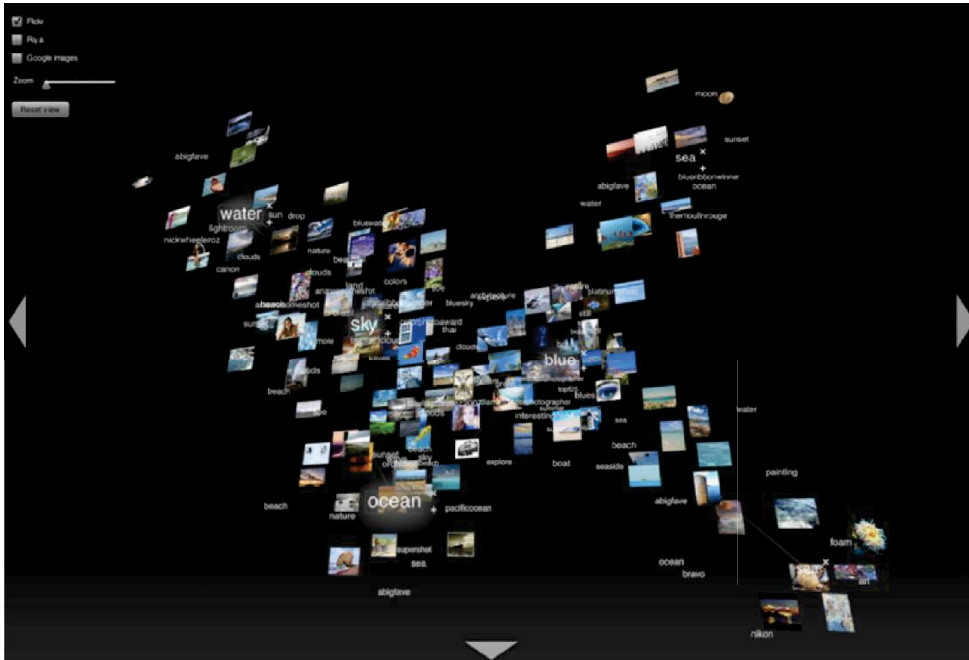
Visitors can browse through the content and search by genre / name / period or other trivial criteria such as „band consists of siblings“, „musicians with more than one band“ etc.

## 300 FINNISH ARTISTS



## REFERENCE WHITEVOID PROJECT

Link: [http://www.whitevoid.com/#/main/software\\_apps/photocloud](http://www.whitevoid.com/#/main/software_apps/photocloud)





# RENDERING

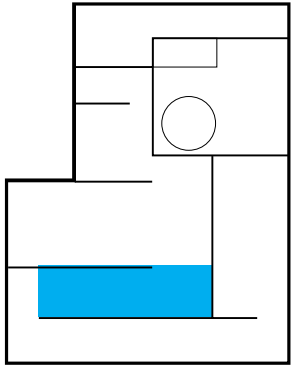


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### 4 HONOUR

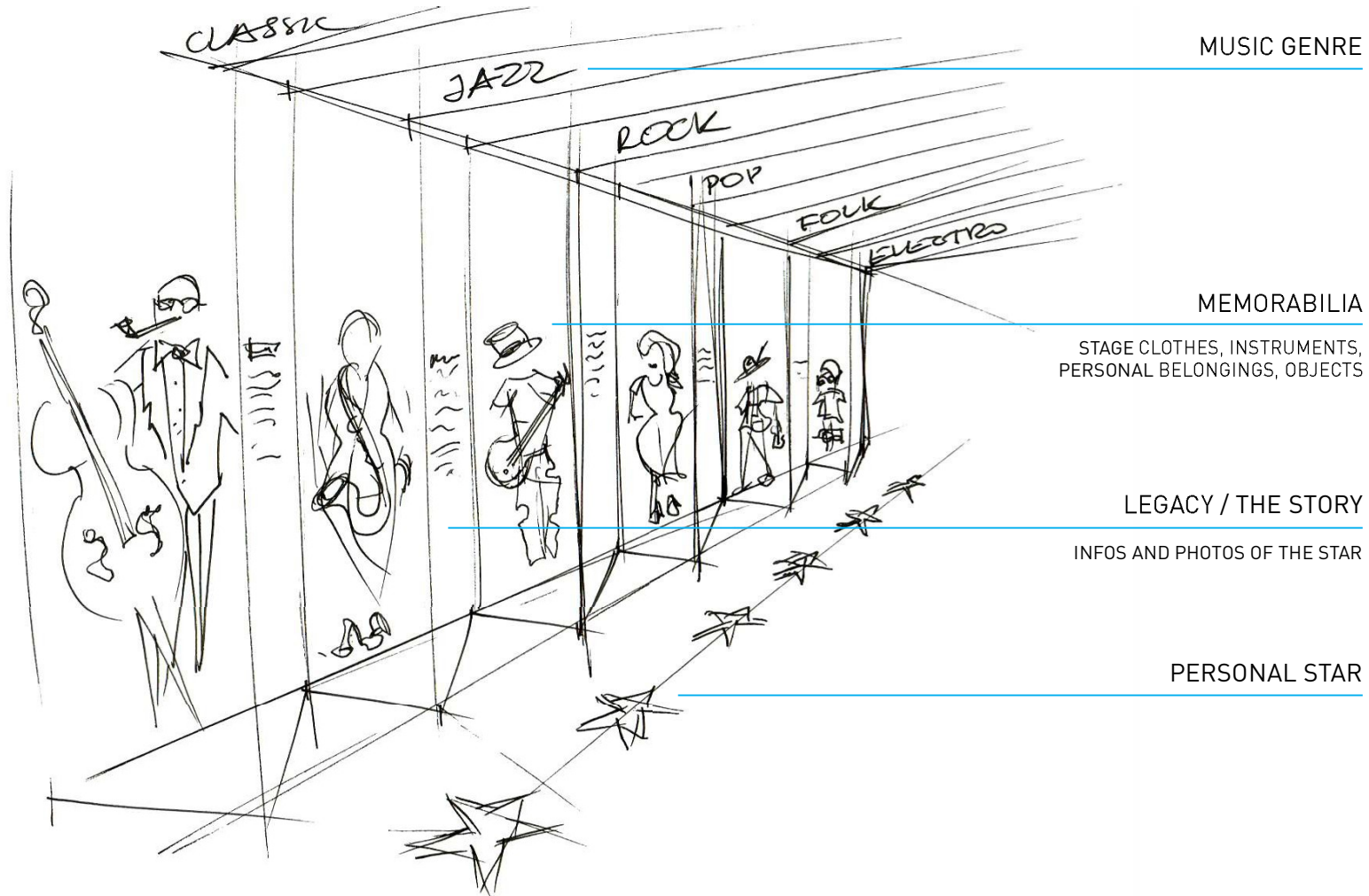
ENTER THE HALL OF FAME

The “Walk of Fame” is a gallery of famous Finnish musicians and musical acts that are leading representatives of their genre.



Each artist is presented in his own corner along the red carpet with golden stars, thus generating a uniquely designed ‘room’ for every single one.

# CONCEPT SKETCHES



MUSIC GENRE

MEMORABILIA

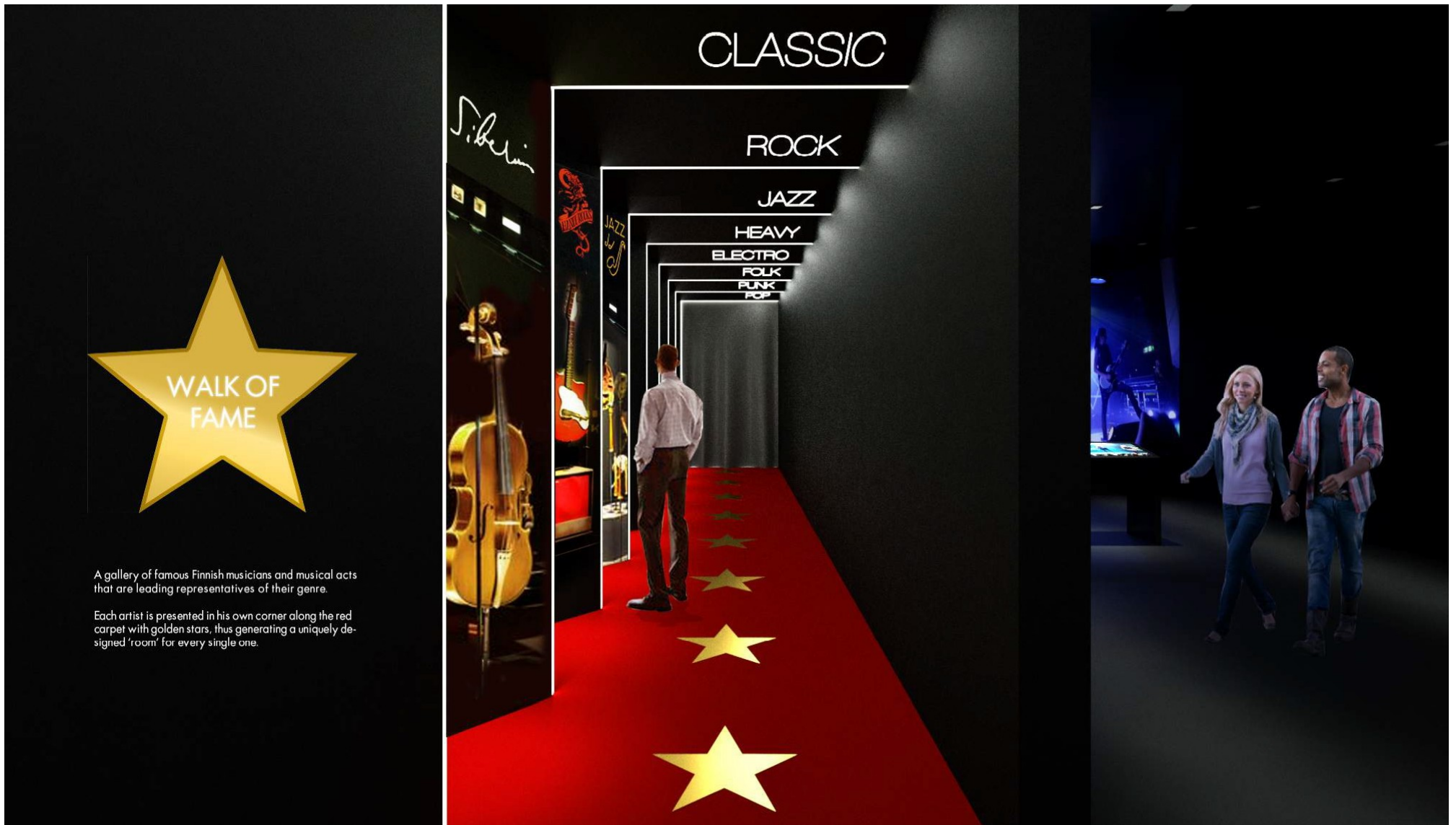
STAGE CLOTHES, INSTRUMENTS,  
PERSONAL BELONGINGS, OBJECTS

LEGACY / THE STORY

INFOS AND PHOTOS OF THE STAR

PERSONAL STAR

## RENDERING



A gallery of famous Finnish musicians and musical acts that are leading representatives of their genre.

Each artist is presented in his own corner along the red carpet with golden stars, thus generating a uniquely designed 'room' for every single one.

WALK OF FAME MOODS



LOOK & FEEL MOODS

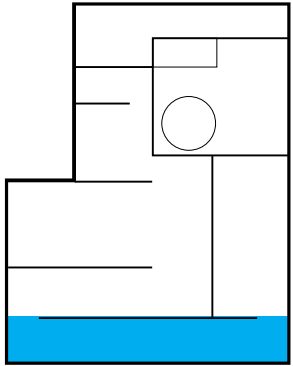


5

REMEMBER

NEVER FORGET THE GREAT

## THE TIMELINE



### 5 REMEMBER

NEVER FORGET THE GREAT

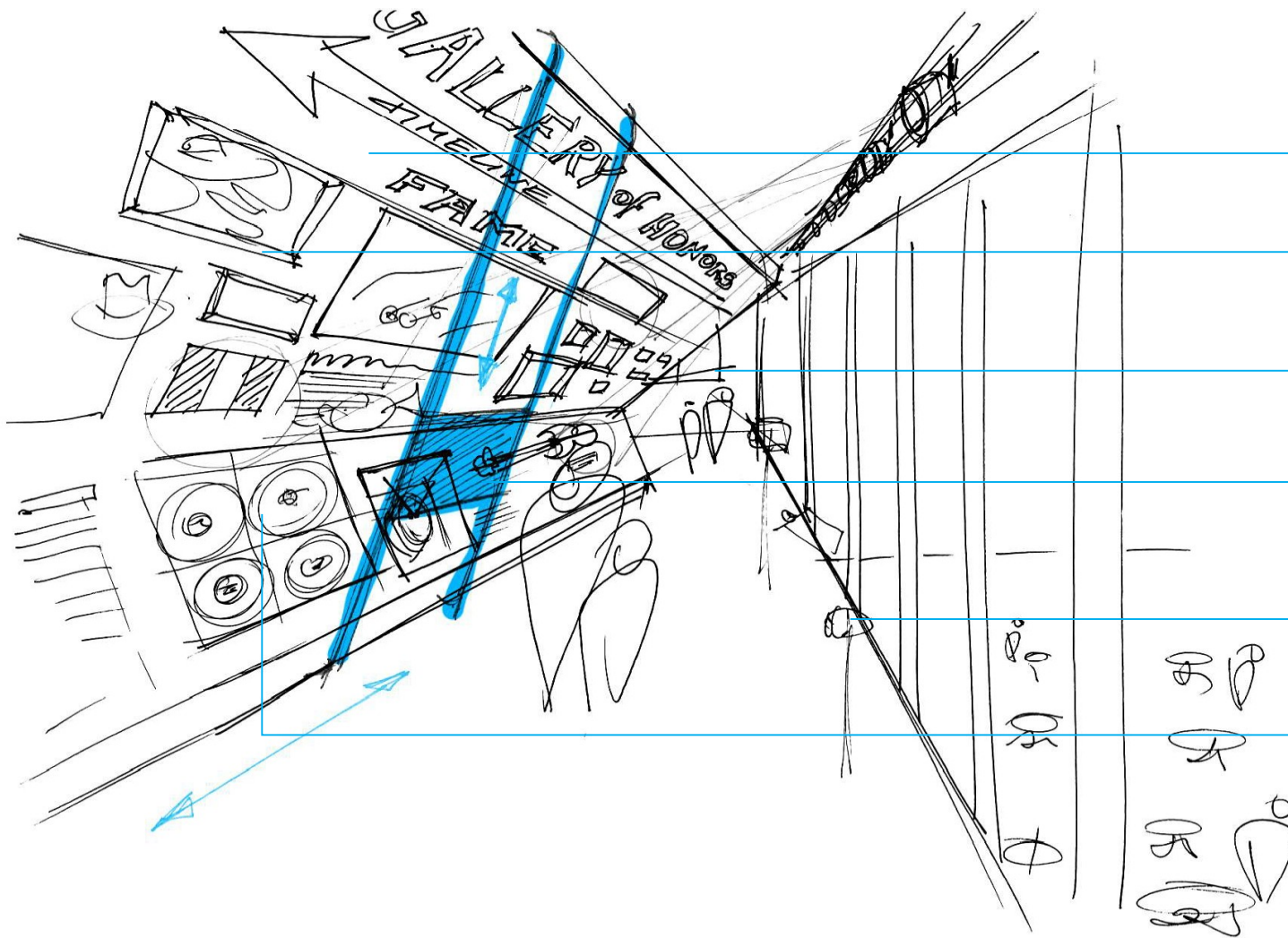
The “Timeline” displays the history and development of Finnish music and famous acts with pictures, texts and memorabilia.

The upper strip is a long LED-timeline-Display to add digital content.





## CONCEPT SKETCHES



LED STRIP SCREEN

INFOS

INFOS / PHOTOS / GRAPHS / SCREENS

EXTENDED TIMELINE

AR GLASSES

MOVABLE SCREENS

SCAN - ADDITIONAL INFOS

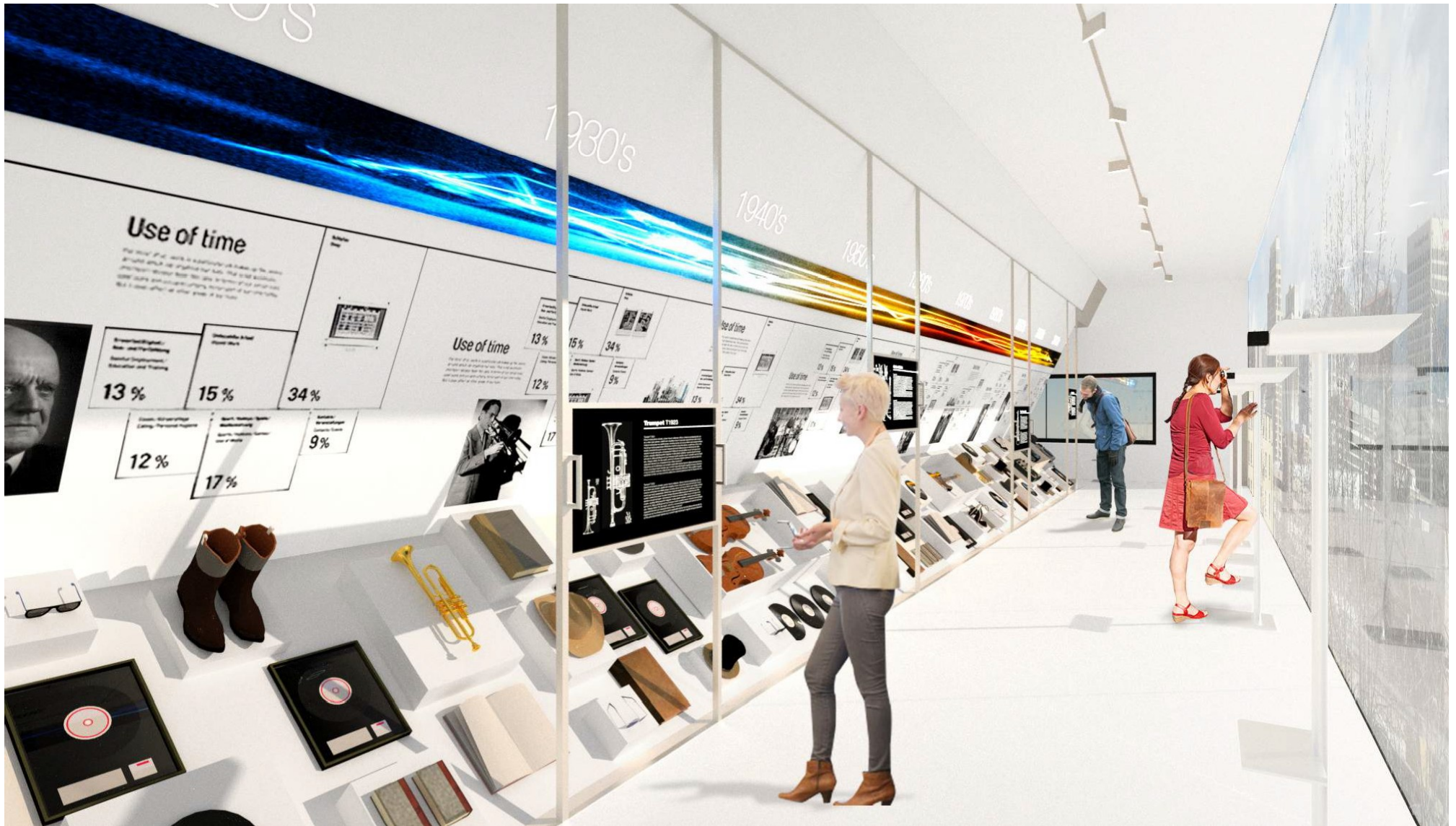
TOURIST TELESCOPE

VR - THE CITY VIEW

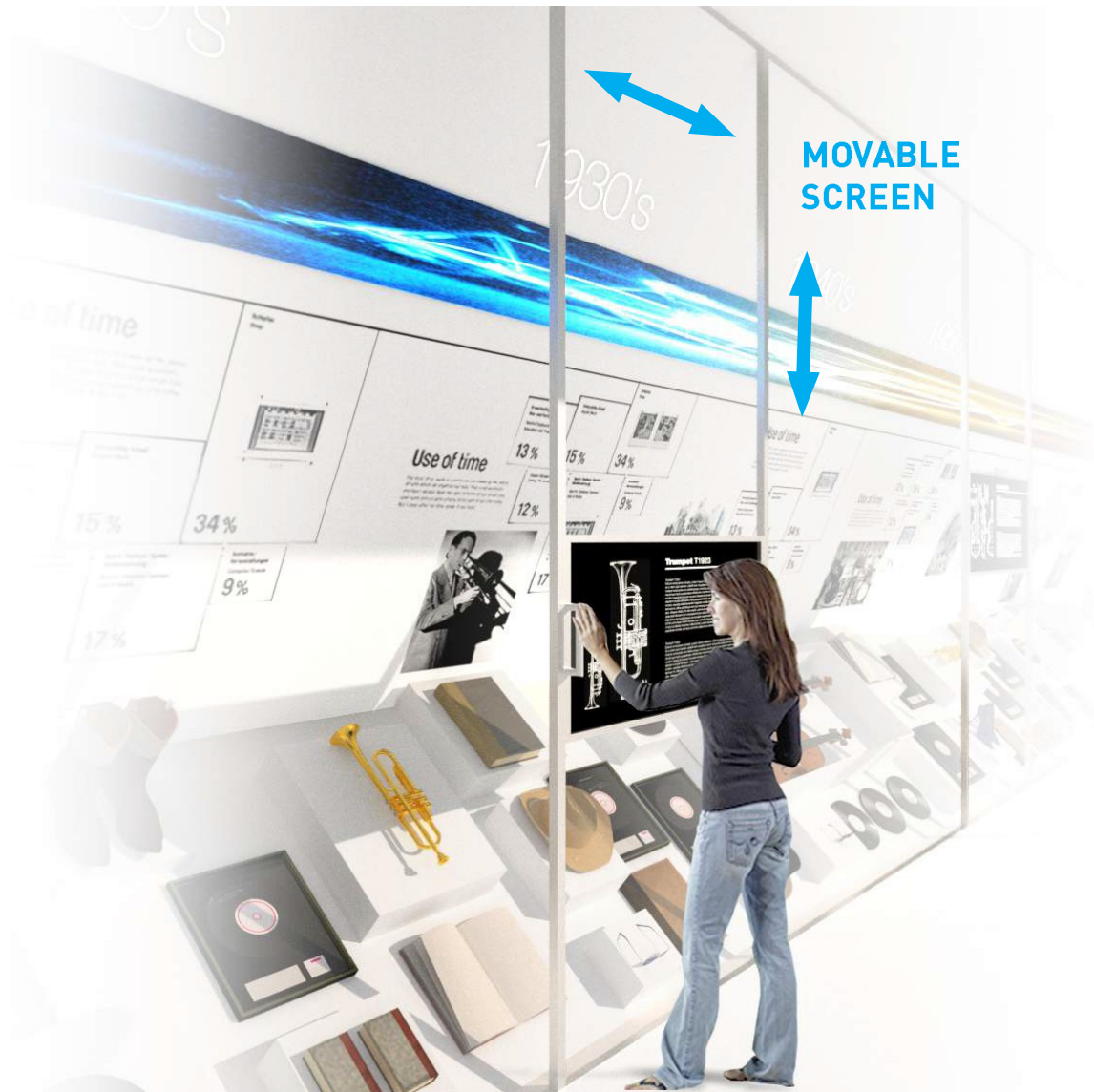
OBJECTS

INSTRUMENTS / RECORDS

# RENDERING

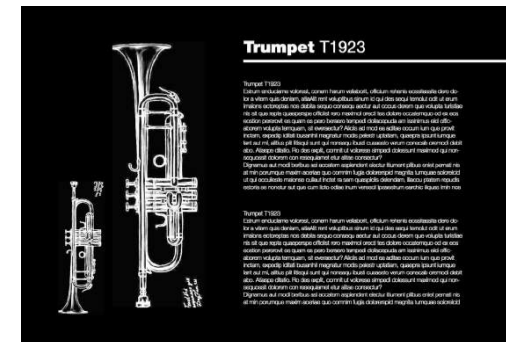


## THE TIMELINE



Visitors can get extra information for every exhibit by simply moving one of the info displays towards their object of interest.

The content on the display (text, images, video) adapts automatically to the position of the display.



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## THE CITY VIEW

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Tourist telescopes equipped with VR technology allow a very special view to the city of Helsinki: Visitors can take a look at hotspots in Helsinki, e.g. famous studios, artists' birth houses, musical venues etc.



THE CITY VIEW



TOURIST TELESCOPES MOODS



## EXTENDED TIMELINE

Music history does never end. Nor does the musical timeline at FAME.

With the help of AR technology, the timeline is extended beyond the building's boundaries and projected into the Helsinki sky.



# AR TECHNOLOGY MOODS





6

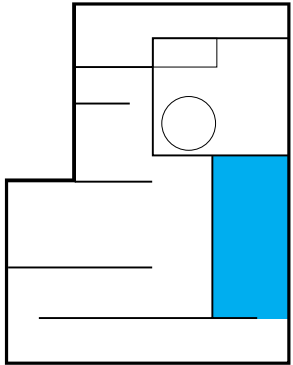
ADMIRE

WORSHIP YOUR IDOLS

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## THE ALTAR

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### 6 ADMIRE

WORSHIP YOUR IDOLS

The small chapel like area deals with the concept of fandom and worshipping of musical stars in general.

It features musical acts like religious statues together with examples of fan dedication and special efforts, e.g. fan art, extraordinary fan letters or gifts, cover bands and



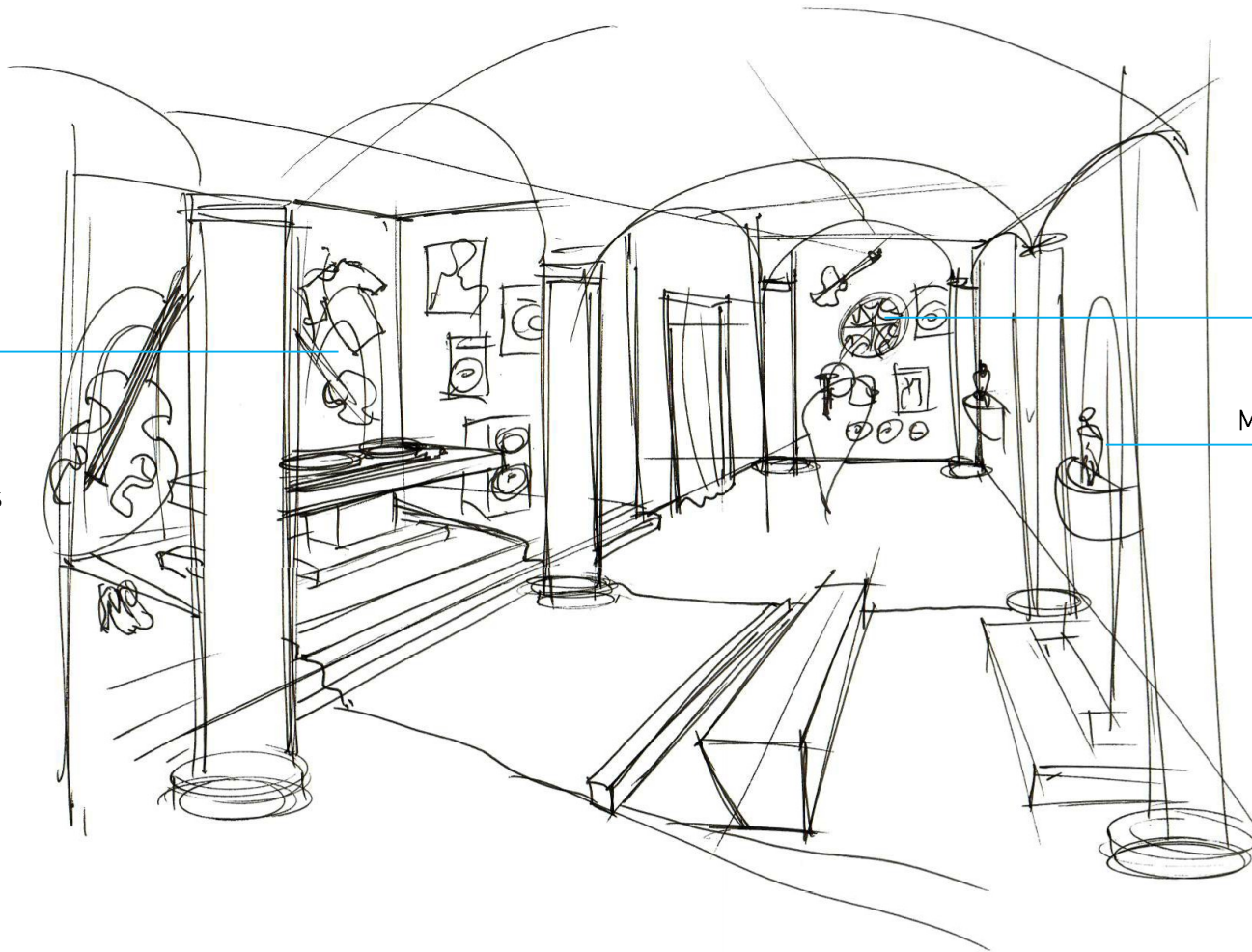
dedicated fan clubs. It also displays a live feed of social media activity regarding the stars.

Visitors can leave a note in a special book that will be eventually picked up by the stars.

## CONCEPT SKETCHES

### MUSIC ALTAR

- DJ TURNTABLE  
MEMORABILIA:  
- STAGE CLOTHES  
- PHOTOS  
- RECORDS  
- CONCERT TICKETS  
- INSTRUMENTS



### STAINED GLASS

PICTURES OF IDOLS

### MUSICIANS FIGURES

RENDERING

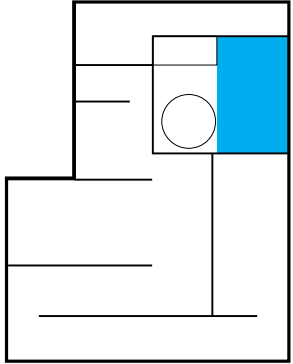


7

# RETAIN

KEEP THE FEELING ALIVE

## GIFT SHOP



7

## RETAIN

KEEP THE FEELING ALIVE

The gift shop offers exclusive souvenirs for all FAME visitors large and small.

If you still wear one -or more- wristbands from your previous FAME visit(s), you receive a special gift!



RENDERING



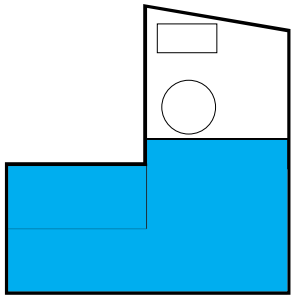
8

# RELAX

LEAN BACK AND ENJOY THE MELODIES



## RESTAURANT



8

## RELAX

LEAN BACK AND ENJOY THE MELODIES

The Restaurant offers exquisite dishes and meals for visitors as well as passers-by. The menu contains musically inspired dishes, e.g. cocktails named after bands or meals prepared after famous musicians' favorite recipes.

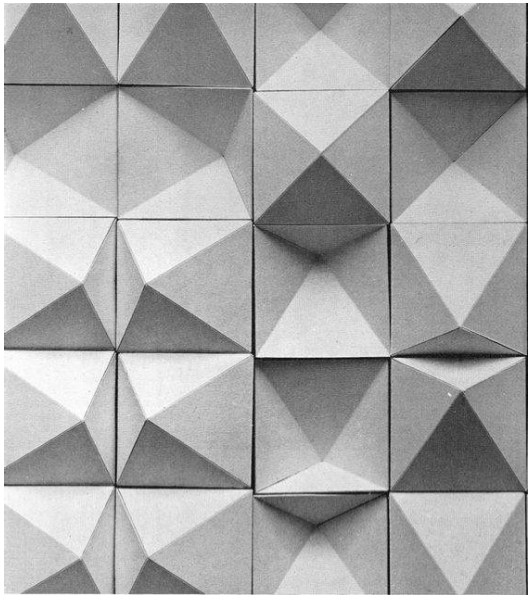
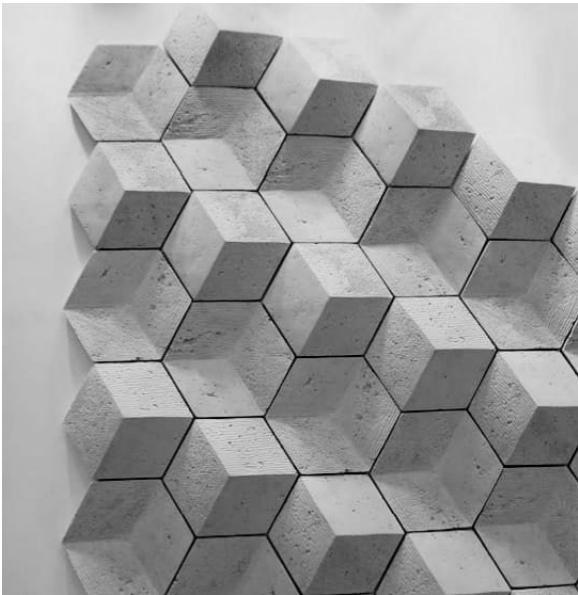
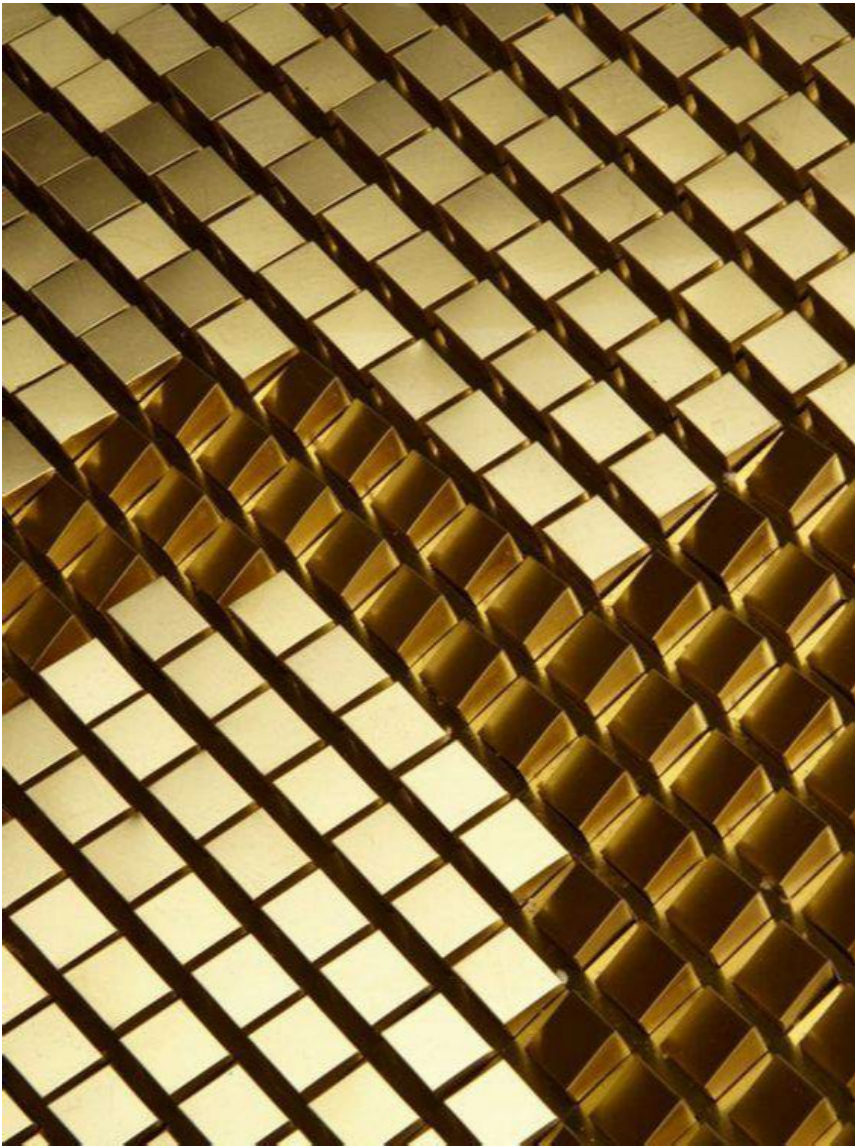
Of course, it also features a small stage for live performances.



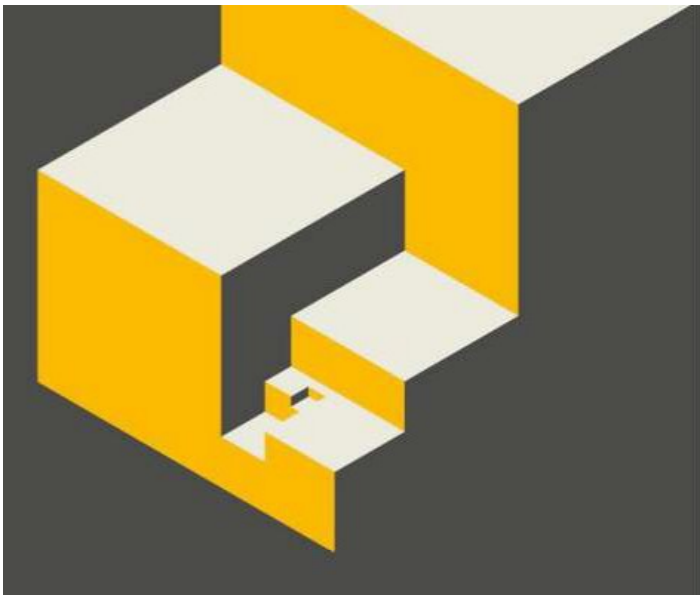
RENDERING



3D STRUCTURE MOODS



MATERIALS & GRAPHIC MOODS



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## RESTAURANT: SCREENS

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Integrated Screens in the tables feature FAME content, e.g. pictures of the 300+ artists.



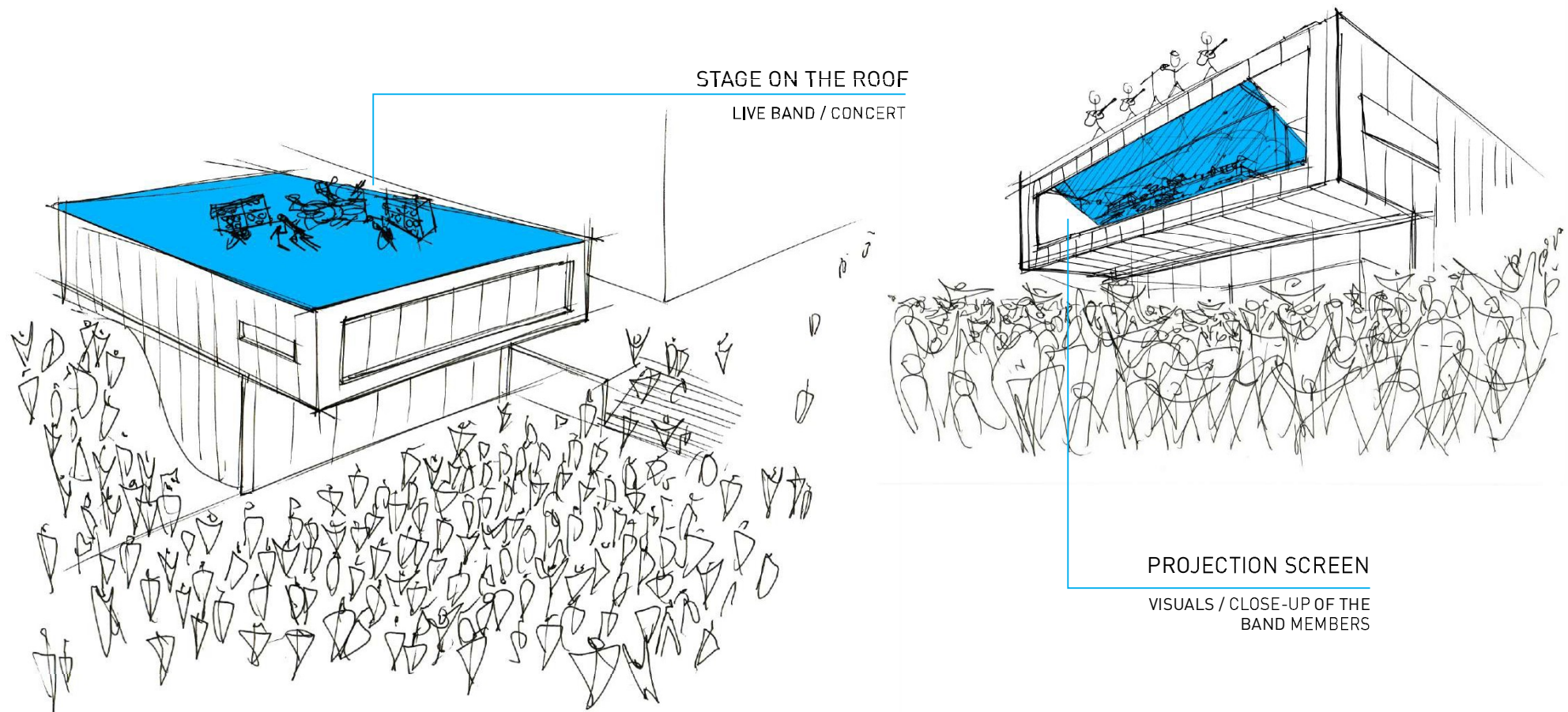
9

# FASCINATE

HAVE A GREAT TIME WITH MUSIC

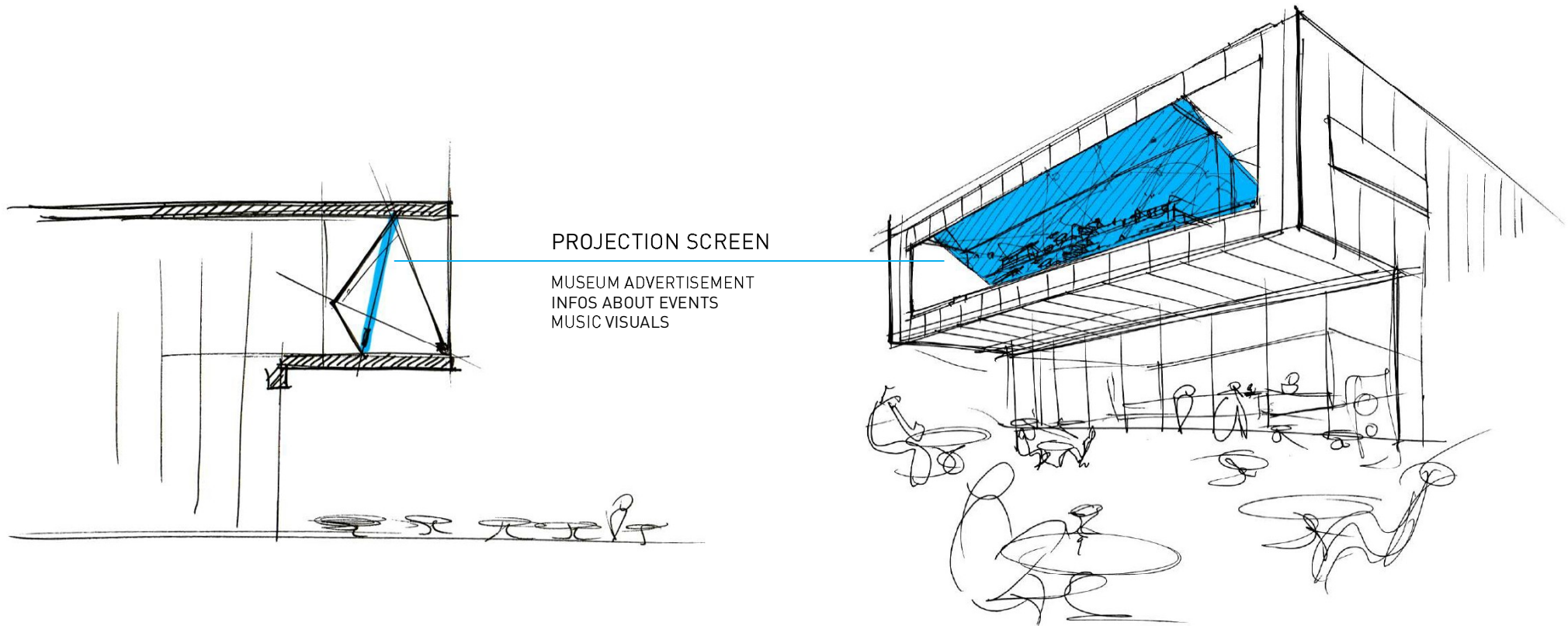
## EVENT: ROOFTOP CONCERT

Famous bands from Finland (and the world) play special concerts in summer on the rooftop of FAME - a very special event for the whole city.



## VISUAL LANDMARK: LIVING FACADE

During nighttime, a canvas screen is rolled down inside FAME's top front window. Projectors turn the glass front into a living facade.





# RETURN

LISTEN TO THE BONUS TRACK

## SMART TICKET

The ticket to FAME also serves as a voucher for additional digital services.

Visitors can download their musical mix from the studio, watch a video of their stage performance or log into a live-stream to a live concert in the restaurant.



AND NOW: BE FAMOUS!

GET A LITTLE EXTRA FAME

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## EXTRAS: HOLOLENS PARRALEL REALITY

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For an extra payment, visitors can change their whole experience of FAME.

With AR technology (HoloLens), their reality is changed into that of a famous music star! A crowd of fans welcomes them, in the studio, they meet famous artists and record a song together.

And of course, they see their own picture included in the Hall of Fame!



## EXTRAS: HOLOLENS PARRALEL REALITY



**EXTRAS: HOLOLENS PARRALEL REALITY**



# STREET MUSIC

EXTRA ACTIVITIES IN THE SURROUNDINGS

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## INSTALLATION: MUSIC SCALES

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An installation at the TRIPLA mall draws the attention of passers-by and customers:

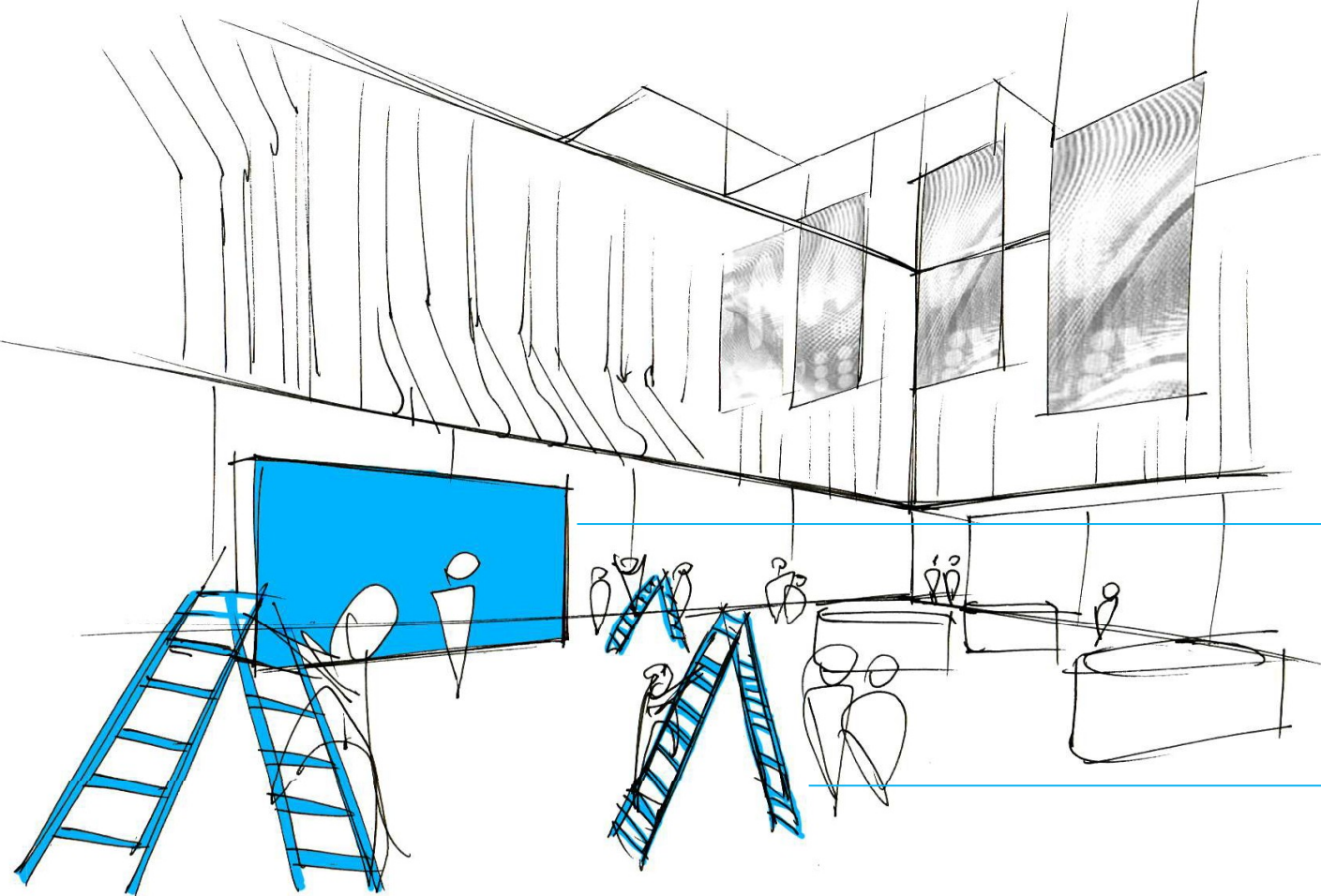
**Interactive Ladders** (or scales) generate visuals and sound when people climb on them.

**Climb your way up to FAME !**





CONCEPT SKETCHES



SCREEN / DISPLAY

TONE LADDERS

## REFERENCE WHITEVOID PROJECT “TONE LADDER”

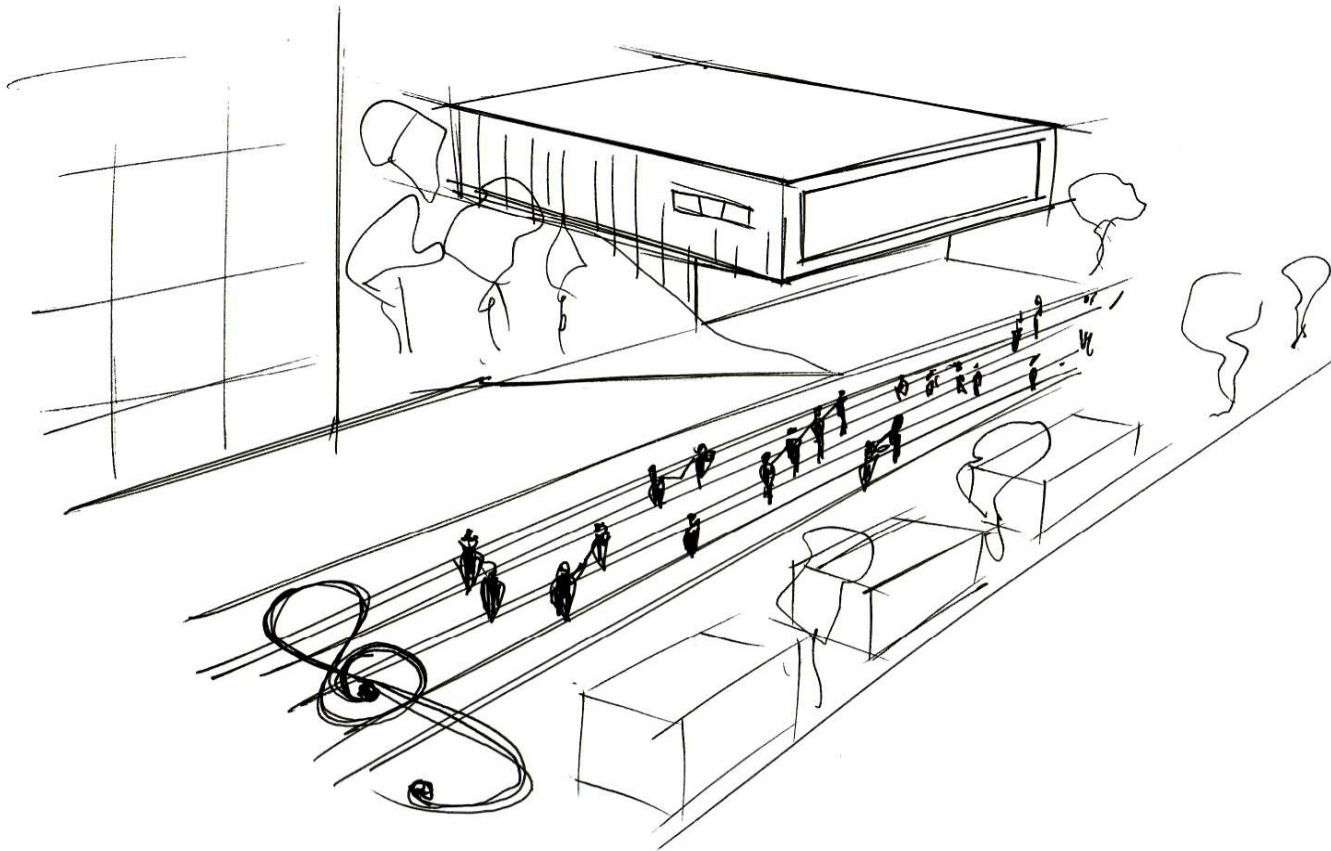
Link: [http://www.whitevoid.com/#/main/art\\_technology/toneladder](http://www.whitevoid.com/#/main/art_technology/toneladder)



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## INSTALLATION: POPULAR MUSIC

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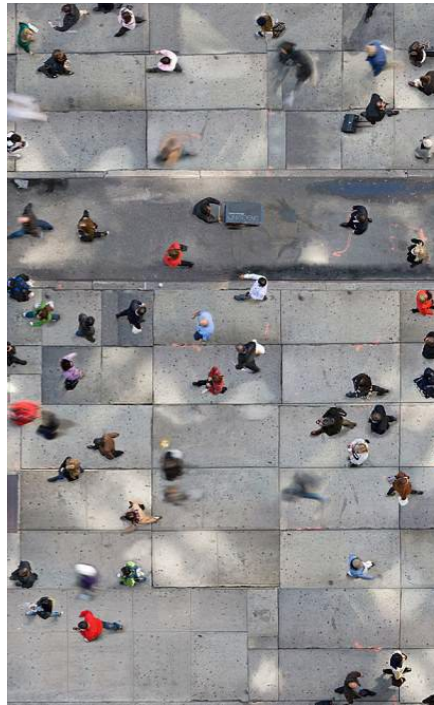
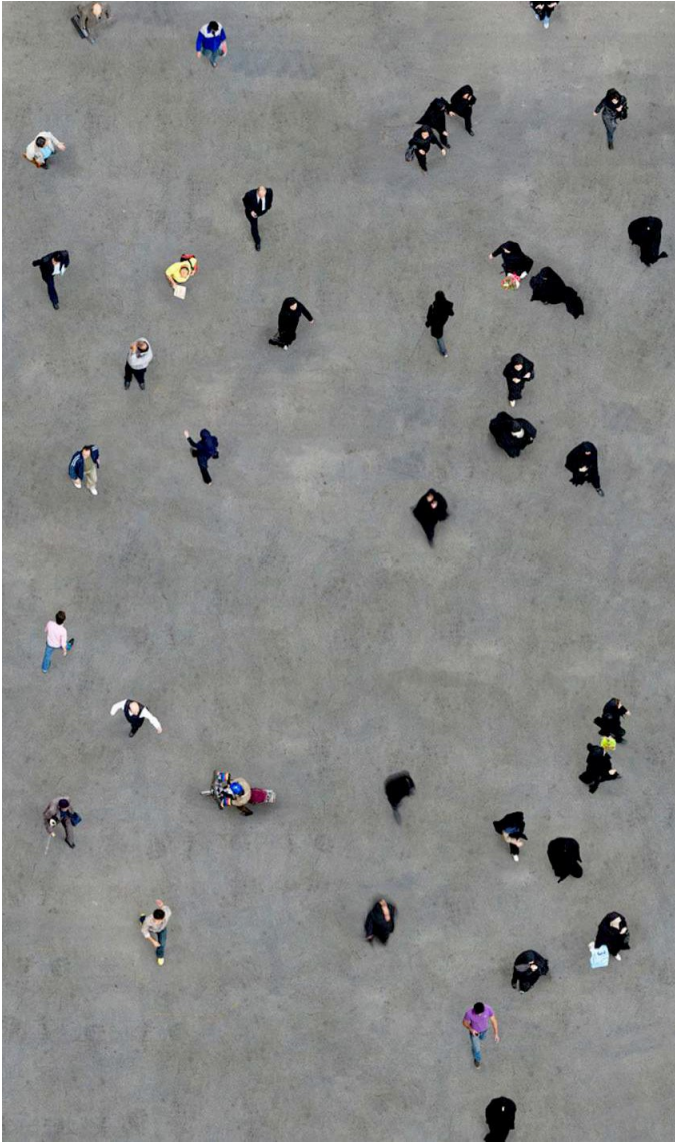


A large installation on the surrounding sidewalks turns people's movement into music.

The walkways are turned into giant music sheets.

As cameras track the movement of passers-by in relation to the lines, the installation generates an ongoing, ever-changing piece of music.

## STAFF AND NOTES MOODS



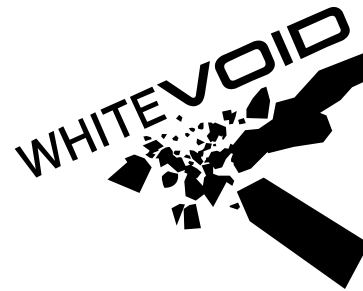
## Esquisse

Allegretto

Jean Sibelius, Op. 76, Nr. 1.

A musical score for the piece 'Esquisse' by Jean Sibelius, Op. 76, Nr. 1. The score is written for piano and consists of six systems of music. The first system includes the tempo marking 'Allegretto' and dynamic markings 'mp' and 'marcato'. The score features a mix of eighth and sixteenth notes, with some measures containing triplets and slurs. The key signature has three sharps (F#, C#, G#) and the time signature is 2/4. The score ends with a double bar line and a fermata over the final note.

THANK YOU FOR THE MUSIC!



#### LEGAL INFORMATION

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