

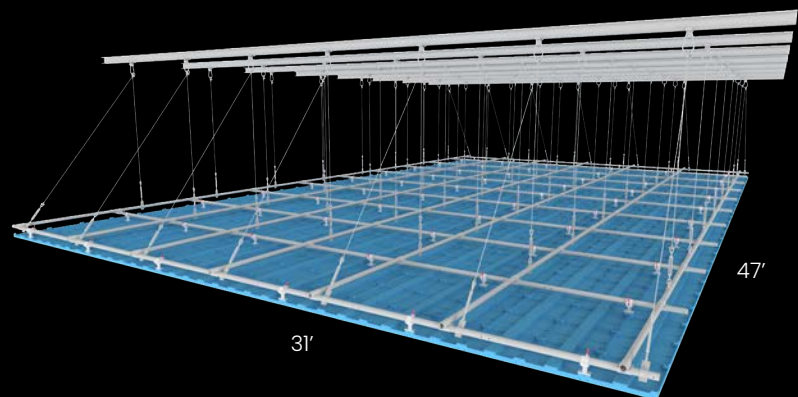


# Newfields Indianapolis Museum of Art Suspended Ceiling

During a major renovation, the [Indianapolis Museum of Art at Newfields](#) had an idea to completely reimagine an indoor courtyard. They wanted a large, impressive art display that would aid in making the indoor space feel like an outdoor courtyard. The area needed to feel as if it was intentionally part of the museum that would connect the other art galleries collectively while also serving as an attractive venue for other applications.

Product: UHD Series  
Pixel Pitch: 2.5mm  
Panels: 522  
Resolution: 3456x5568  
Pixels: over 19 million  
Brightness: 800 nits

Content: [Blockhouse Studios](#)  
Integrator: [AVI Systems](#)  
(formerly CCS Presentations, Indianapolis)



# Suspended LED Ceiling Amazes Visitors at Newfields Indianapolis Museum of Art



## The Challenge

The Indianapolis Museum of Art is one of the premier museums in the Midwest. Known for encouraging and embracing new media and techniques, the museum administrators were looking for new ways to engage a wider audience and create a multi-use gathering point that connects with the rest of the museum.

## The Solution

The museum engaged in discussions with integrator, [AVI Systems](#), and [Blockhouse Studios](#), a leader in mixed media technologies. The unique space had some difficult technical challenges.

Through months of concepts and testing, it was determined that typical projection mapping was not the right technology for what they wanted to accomplish. The image quality wouldn't match their expectations or vision.

To get the brightness, color accuracy and durability expected for a long-term installation, direct view LED was the right choice. Neoti was brought in as a consultative partner to determine the appropriate pixel pitch and infrastructure of the suspending video ceiling. With LED industry expertise and partnerships, Neoti provided engineering support so that a special truss system could be designed to suspend the LED panels safely above visitors.

**"Working with Neoti was great; Neoti worked closely with us every step of the way to create a one-of-a-kind screen that far surpassed our and the clients' expectations".**

*Kevin Winkler, Blockhouse Studios*

A scaffolding was constructed with a false floor so teams could easily work on both sides of the ceiling panels. Over 500 panels were connected and calibrated in a 3-week period. The truss system holds over 11,000 lbs. of 2.5mm Neoti UHD panels.

A media server and remote control system was installed to handle media playback. Blockhouse created a stunning 60-minute artistic video loop featuring backlit gels, foils and liquids, mixed with a variety of drone aerials around the Newfields grounds.

**"The first time I was able to come into the courtyard and see the ceiling was just remarkable. I was really struck by the way the light and the subtle color bathed the architecture of the courtyard, and the quality was so sharp and so clear, it was just really, really stunning. Beyond any of my expectations."**

*Tascha Horowitz, Newfields Director of Interpretation, Media and Publishing*

[Clowes Pavilion](#) "Reimagined" opened to rave reviews as an outstanding example of the blending of art, design and technology. The easily adjustable content and open-air feeling of the space makes it a versatile and unique attraction for museum patrons and rental event customers for years to come.



## Working with Neoti

When you work with Neoti, you'll receive the same consultative approach that Newfields and their supporting partners experienced - and we'll make it easy. You get a trusted guide from concept to completion and beyond. We're fast with our replies, generous with our expertise, and genuinely invested long after install. There's a Neoti solution for every vision.