

Bringing Art to (Larger Than) Life

Innovative Museum Exhibition Creates an Immersive
Journey Into the Ultimate Art Experience

About MoA+L

Industry: **Museums & Exhibits**

Location: **Manhattan, Kansas**

The Museum of Art + Light (MoA+L) is a 501c3 non-profit, contemporary art museum with the mission to bridge 21st-century technology with the visual and performing arts to incite positive emotion, cultivate meaningful connections, encourage artistic exploration, and spark innovation.

Through innovative exhibitions and strategic partnerships, the Museum has created an inclusive and engaging space that explores the limitless convergence of visual art, the creative process, and digital technology.

100K

Sq Ft
Facility

4

Exhibition
Galleries

21K+

Sq Ft Immersive
Journey

Bringing art to life through immersion.

Objective

In a place where world-renowned masterpieces once felt out of reach, the Museum of Art + Light (MoA+L) set out to rewrite the rules of art engagement with the 21st century visitor in mind. Their vision seamlessly fuses fine art, digital displays, immersive technology, digital art, and education—creating a space where visitors don't just observe art; they walk through it, feel it, and forge personal connections with it.

To deliver the kind of transformative experiences usually reserved for major cultural hubs, ignite curiosity, spark creativity, and make art accessible to all, MoA+L partnered with the experts at Diversified. Together, they brought this bold vision to life, crafting an environment where every visitor can step into the world of art, no passport required.



“Our founders wanted to bring the world [of art] to our community in ways they’ve never seen before—creating something that not only tells stories but invites visitors to become part of them.”

— **Sydney Bouhaniche,**

Creative Director, Immersive Exhibitions,
MoA+L



Crafting an emotional and unforgettable experience.

Solution

Bringing the Museum's vision to life was a journey, merging creativity, technology, and collaboration. Diversified helped meticulously translate that vision into a dynamic digital framework.



“When you say that we want to be the first museum from inception to bridge digital, immersive and fine art in this technologically advanced way, you want the best. I think Diversified brought the best.”

— **Erin Dragotto**,
Executive Director, MoA+L

DESIGNING A MODERN MASTERPIECE

Creating a world-class experience at MoA+L required a comprehensive approach to AV design. Diversified collaborated closely with the Museum through a series of interactive meetings, shaping a flexible system tailored for user experience and future ROI. This involved iterative planning sessions for brainstorming, designing future-ready infrastructure, and strategic network development. By engaging stakeholders, we translated their vision into a robust, scalable network that seamlessly supports evolving business and creative needs.

FROM CONCEPT TO DIGITAL CANVAS

With over 21,500 square feet dedicated to an unmatched sensory journey, the Museum leverages cutting-edge technology to immerse visitors in the artist's world. Here, art isn't confined to frames; it flows across walls, envelops spaces, and pulls guests into narratives where they see, hear, and feel the artist's intent. Through advanced projection mapping and immersive audio, visitors experience the creative spark behind each masterpiece, like strolling through a rain-soaked London or stepping into vibrant Parisian streets.

Every exhibition is designed to tell the story behind the art—inviting guests to engage with not just the final work but the artist's process, struggles, and inspirations. This isn't just an exhibition; it's a dialogue with the artist, where soundscapes, light, and imagery converge to foster a deeper connection.

MoA+L redefines artistic engagement, offering a space where visitors become participants in the creative process, setting a bold new standard for museums everywhere.



“This museum is intended to be one of a kind. We decided to design each wall of this immersive experience individually. There is no copy-paste.”

— **Sydney Bouhaniche**,
Creative Director, Immersive Exhibitions,
MoA+L



“The level of collaboration with Diversified has been invaluable. Together, we’ve been able to make art more interactive and engaging for younger generations, and we’re just getting started.”

— **Erin Dragotto**,
Executive Director, MoA+L

BEYOND THE TRAVELING EXPERIENCE

MoA+L goes far beyond the typical pop-up or traveling immersive art experience. By offering a permanent space to explore evolving exhibitions, the Museum unlocks creative possibilities that temporary installations simply can’t match. Here, the immersive journey isn’t limited to reimagining the works of historical masters. Over time, visitors will experience not only the art but also the lives and creative processes of both past and contemporary artists—learning about different styles, mediums, and time periods through dynamic storytelling and immersive design.

With exhibitions that change throughout the year, each visit offers new opportunities to engage and be inspired. This evolving content, combined with the museum’s technological infrastructure, fosters deeper connections and sparks ongoing curiosity. MoA+L isn’t just a place to admire art; it’s a cultural anchor, a living canvas where visitors can return again and again to discover fresh perspectives—transforming it into a hub for lifelong learning and artistic exploration.

DETAILS THAT MAKE THE DIFFERENCE

Much like an artist obsessing over every brushstroke, the precision of projection mapping technology is the unsung hero behind an immersive experience. With 108 Epson projectors lighting up more than 37,000 linear square feet of artwork, every pixel plays a vital role. Even the slightest miscalculation—just a millimeter—can rob the visuals of focus and vibrancy, dulling the emotional impact. What’s even more remarkable? This attention to detail ensures the experience changes depending on where you stand in the room. From every angle, colors stay vivid, details remain sharp, and the art tells a new story with each step you take.

THE POWER BEHIND THE PIXELS

Crafting a secure, scalable IT network for MoA+L wasn't just about plugging in cables and calling it a day. It meant orchestrating a digital foundation that powers a living, breathing masterpiece. More than a network, this unsung hero quietly enables flawless, data-rich interactions that amplify every creative spark, ensuring the Museum stays in full, vibrant color—safeguarded, stable, and ready for the next breathtaking moment.

CULTIVATING TOMORROW'S ART AFICIONADOS

In a region where, for many, these world-class masterpieces have only existed in textbooks or far-off museums, MoA+L goes beyond simply showcasing art. It's an invitation to learn through experience. By honoring the legacy of renowned artists while embracing the cutting-edge work of contemporary creators, the Museum is planting the seeds for a new generation of art lovers, advocates, and dreamers. Here, art isn't just admired—it's experienced, explored, and, most importantly, passed on.



108

Projectors

188M

Pixels

37K

Sq Ft of Linear
Projection

SOLUTIONS

Audio Visual

Digital Signage

Immersive Experience

Network Infrastructure

SERVICES

Consulting

Design

Integration

Impact

The one-of-a-kind experience that MoA+L offers is not just a fleeting moment; it's a commitment to creating a cultural landmark that evolves with time. By blending technology with artistry, the Museum ensures that every visitor leaves not just with a memory of what they saw, but with a profound connection to the art and a desire to return for more. The Museum has already successfully established itself as a beacon of innovation in the art world, where immersive experiences ignite curiosity and foster a love for creativity among all who walk through its doors.



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Executive Director, MoA+L

Contributions from a Key Partner

EPSON[®]

With 10,000 lumens of color and white brightness, Epson's EB-PU2010 projector brings every detail to life with stunning clarity. As part of Epson's Pro Series and the world's smallest and lightest 10,000-lumen laser projector, it seamlessly integrates with MoA+L's AV infrastructure, transforming over 37,000 square feet of space into a dynamic canvas.

Designed to work effortlessly with various powered lenses, including a zero-offset .35 ultra short-throw lens, the EB-PU2010 ensures precise, vivid projections from any angle. Behind the scenes, its 20,000-hour laser light source guarantees a maintenance-free, reliable experience for years to come, while advanced features like SDI video in/out and NFC functionality simplify installation.

The projector's optional integration with Epson's PixAlign™ camera enhances performance further, enabling automatic color calibration, blending, and stacking for a flawless, immersive journey through art. MoA+L's vision for a boundary-pushing museum experience is now realized—where technology and artistry harmonize perfectly, offering an unforgettable encounter with the art that evolves with each step.

2,700+

Associates

\$1B

Annual
Revenue

40+

Locations
Worldwide

70%

Fortune 1000
Clients

About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



info@onediversified.com | onediversified.com

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