

Producer Led Asset Information Models

Tramway Theatre



INFRASTRUCTURE TECHNOLOGY

Overview



The project led by SFT sought to develop a digital model of an existing arts venue to improve engagement with audiences and visiting companies. Ultimately to support the venue attract visiting companies, mitigate risk in delivering performances and align this producer led model to wider digital asset management information and strategies.

<input type="checkbox"/>		Planning	<input type="checkbox"/>		Invest
<input checked="" type="checkbox"/>		Delivery	<input checked="" type="checkbox"/>		Manage

Benefits & ROI



The digital model will support Tramway Theatre:-

- Engage more effectively with audiences and visiting companies
- Reduce risk, time and cost of visiting companies
- Support creative process through improved visualisation of the performance space.
- Align the digital model to a wider asset management strategy
- Support FM teams
- Support conservation

RELEVANT BENEFIT					
<input checked="" type="checkbox"/>		Reduce Waste & Carbon	<input type="checkbox"/>		Reduce cost
<input checked="" type="checkbox"/>		Improve outcomes for users	<input type="checkbox"/>		Improve delivery time
<input checked="" type="checkbox"/>		Improve asset performance	<input type="checkbox"/>		Increased social value
<input type="checkbox"/>		Improve construction quality	<input type="checkbox"/>		Support upskilling & training

Project

Tramway Theatres - Producer Led Digital Model

Stakeholders



ALBA | CHRUTHACHAIL



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“Develop a 3D virtual model to communicate the technical and visual information required to visiting producers and companies.”

Technology



The project adopted the Multi Vista technology platform incorporating Matterport scans.

Both systems were already integrated and the project sought a high quality and user friendly interface for the visual models supported by a robust and intuitive asset management and record system in the Multi Vista platform to support the facilities management teams.



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Data



The data could be divided into two parts being the visual data which had significant benefits to communicate the spaces and visual sightlines to external companies. In addition a detailed exercise was undertaken to consider key pieces of information that would be useful to visiting producers that should be made available within the model. Such as venue capacity, technical information, lighting & sound loads, catering and other information that would support visiting companies deliver a performance at the venue.



People & Process



The key objective of the producer led model was to compliment the existing work carried out by Tramway. The model was to encourage engagement with audiences and visiting companies.

The workflow would include an audience or company engaging with the matterport visual model. Where further information was required, once contact was made with Tramway further detailed information and back of house models could be released. This would be hosted and managed on the Multi Vista platform.

