



Portland Art Museum

PRODUCT

Planar Fine Pitch LED

LOCATION

Portland, Oregon

INDUSTRY

Museums

APPLICATION

Digital Art

PARTNERS

Moselmore

Expanding the Boundaries of New Media at the Portland Art Museum

Located in downtown Portland, Oregon, the Portland Art Museum (PAM) is a cultural destination and educational resource serving Pacific Northwest residents and visitors alike. The museum was founded in 1892, and today PAM is internationally recognized for its special exhibitions and encyclopedic collection that features over 50,000 objects, including holdings of Pacific Northwest, Native Northwest Coast and Western Oregon art. Each year, the museum welcomes more than 350,000 visitors.

PAM recently completed a major expansion and renovation that added nearly 100,000 square feet of new and renovated gallery space. The project includes the new 22,000-square-foot Mark Rothko Pavilion, which connects two existing buildings and improves public access throughout the museum. As part of the transformation, PAM introduced several new gallery environments, including the Blair Family Gallery, a space dedicated to new media as an art form.

To provide a dynamic platform for presenting works of digital art, the museum added a large, Planar fine pitch LED video wall in the new gallery. Installed by Portland-based technology integrator Moselmore, the LED display is nearly 24-foot-wide by 13-foot-high, with a 1.2 millimeter pixel pitch.



"The display is an absolute wow," said Amy Dotson, curator of film and new media at PAM and director of PAM CUT—the Center for an Untold Tomorrow. "It gives us the flexibility to show new media works of all scales and sizes, creating many different possibilities."

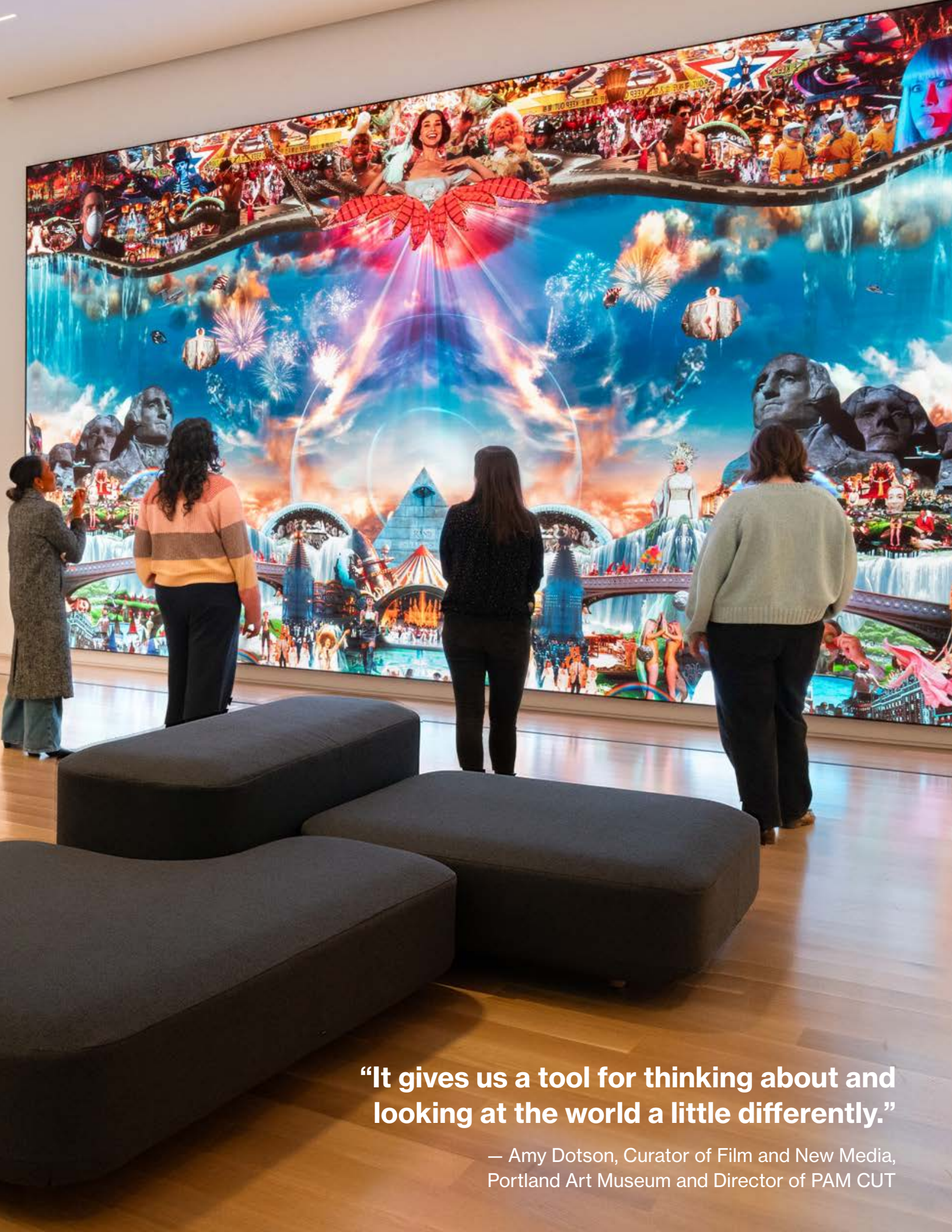
To maximize the visual experience of the artwork, Moselmore Principal and Owner David Thibeau designed a computer server to deliver a 10-bit video stream to the LED video wall.

"Ten-bit video requires substantially more data, but it delivers roughly four times the color gamut of a more common 8-bit system," Thibeau said. "For digitally complex artworks the museum is presenting, this configuration produces imagery that is more vivid and true to the artist's original intent."

A Canvas for Immersive New Media Art

The inaugural work presented on the new LED video wall is *Heaven's Gate*, part of PAM's *Maximalist Dreamscapes* exhibition. Created by Contemporary Artist and Filmmaker Marco Brambilla, the 5-minute-and-45-second piece is a lavish and satirical take on the silver-screen spectacle of Hollywood dreams and excesses. The continuously looping video ascends through seven levels of purgatory, each stage its own unique landscape of visual samples lifted from iconic moments in cinematic history.

"Brambilla is one of the finest new media artists working today, with art shown in galleries and museums around the world," Dotson said. "He was especially excited by the opportunity to present his work on a display this large and finely pixelated. The piece is a meticulously-constructed video collage, and so tightly rendered it feels as though it's jumping off the screen—it's just beautiful."



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— Amy Dotson, Curator of Film and New Media,
Portland Art Museum and Director of PAM CUT



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— David Thibeau, Principal and Owner, Moselmore

Since its debut, tens of thousands of visitors have viewed Heaven’s Gate, and the audience response has been striking, according to Dotson. “I’ve seen people stand in the gallery watching it for an hour,” she said. “I’ve also seen groups gather around it, and what’s interesting is how the artwork sparks conversation. The experience creates a sense of connection and community, and the video wall plays a significant role in making that possible.”

Looking ahead, Dotson is already exploring future exhibitions for the space once Heaven’s Gate concludes. “I’m speaking with artists from different disciplines—some with deep visual arts backgrounds, others working in animation or holographic media, as well as those in areas that are still being defined,” she said. “In many ways, we see this gallery as a place that is expanding the notion of what art can be. The LED video wall is a key part of that exploration. It gives us a tool for thinking about and looking at the world a little differently.”

Support Where It Matters

Thibeau, who has worked closely with PAM for several years, said his approach is always to deliver solutions that balance visual impact with the required reliability for a museum environment. That philosophy is why he consistently turns to Planar.

“Planar has always been a premier provider of high-quality products that deliver the highest standards of operation,” Thibeau said. “But what truly sets the company apart is their ongoing service and support. Planar won’t disappear after the installation is complete—they stand behind their systems, and you can always rely on them.”