



AllianceBernstein

PRODUCT

Planar DirectLight Pro Series
Planar DirectLight Ultra Series

LOCATION

New York, New York

INDUSTRY

Corporate

APPLICATION

AI
Digital Art
Presentation System

PARTNERS

Gensler
Gensler DXD
Cerami
Forte'

AI-Driven 'Dreamwall' Brings Art to Life at AllianceBernstein's New NYC Office

Global asset management firm AllianceBernstein (AB) recently unveiled its new 189,000-square-foot office in New York City's Hudson Yards. Located in The Spiral skyscraper, the interior spans four floors with outdoor terraces on each level and includes an open floor plan with mixed-use meeting areas, event space and communal work cafés.

Global architecture firm Gensler was retained to design the office, creating a workplace aesthetic inspired by New York City's vibrant energy. As described by Gensler, the new space is a fully integrated digital-physical experience that reflects the firm's commitment to innovation and adaptability, and its leadership navigating the evolving digital landscape.

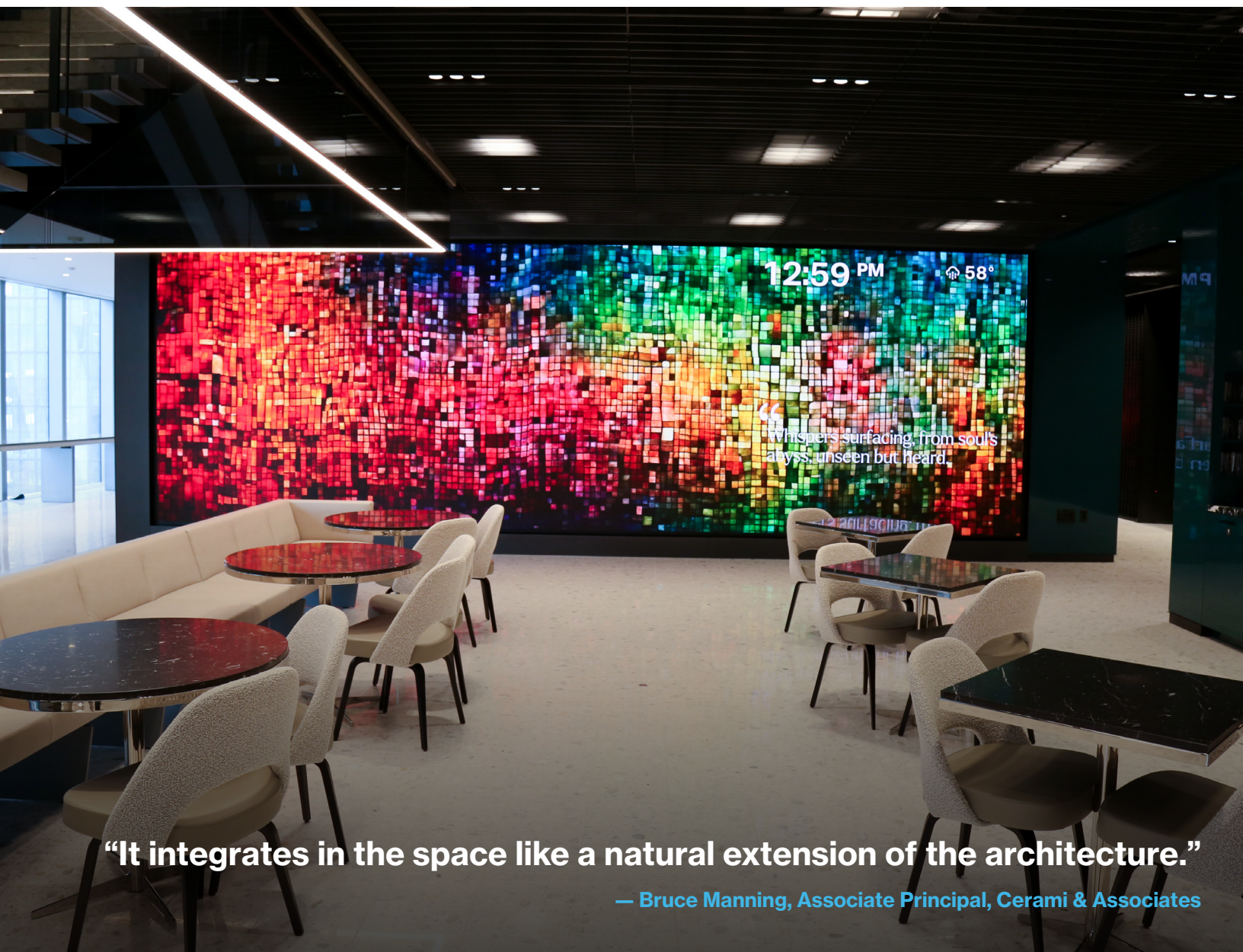
This vision comes to life in AB's Client Reception Hub, where a 30-foot-wide and 9-foot-high Planar® DirectLight® Pro Series LED video wall with a 1.2mm pixel pitch serves as a living art piece. Known as the "Dreamwall," the installation harnesses AI to generate ever-changing visual content. A meticulously "trained" AI engine generates digitally sourced, visually captivating and brand-aligned imagery that unfurls approximately every 2 minutes, according to Gensler.

The AI system was developed through a creative process that involved curating over 12,000 images to define an algorithmic approach consistent with AB's brand identity. The Dreamwall also incorporates custom TouchDesigner effects and LIDAR motion sensing, enabling it to respond to human movement in real time. And by pressing a "next button" users can manually prompt the next dreamscape.

"Resolution was critical with the Dreamwall because everything being generated is resolution-dependent," said Bruce Manning, associate principal at Cerami & Associates, the project consultant responsible for the AV design. "In addition to interactive experiential design, the Dreamwall also functions as a presentation system. It integrates in the space like a natural extension of the architecture."

A second Planar LED array—a nearly 36-foot-wide, 7-foot-high Planar® DirectLight® Ultra™ Series LED video wall with a 0.9mm pixel pitch—was installed in a nearby multipurpose room. With the video wall able to be split into multiple configurations, the display provides a flexible, high resolution LED canvas for supporting uses such as presentations, meetings or Microsoft Teams applications, according to Joe Hakiem, senior project manager with Forte', which performed the video wall integrations.

"The Planar LED video walls blend perfectly with the beautiful interior design, bringing the space to life," Hakiem said. "I've been working with Planar for nearly 10 years, and every project delivers the customizations, brightness and clarity that the client expects."



"It integrates in the space like a natural extension of the architecture."

— Bruce Manning, Associate Principal, Cerami & Associates



“I’ve been working with Planar for nearly 10 years, and every project delivers the customizations, brightness and clarity that the client expects.”

— Joe Hakiem, Senior Project Manager, Forte’



According to Manning, the Planar LED video walls provide flexibility and connectivity between the systems to meet the client's needs. "They can accommodate a wide range of events—from trainings and receptions to banquets and TED-style talks," he said.

With the new office located on the 24th floor, Manning stressed the importance of proper mounting to safeguard the video wall systems from the natural sway of high-rise buildings over time, which can cause seams and cracks or damage components. "We brought in rp Visuals [based in Anaheim, Calif.] to design structural mounts, and in close coordination with Planar and Forte, the displays were engineered for long-term reliability," he said.

Hakim emphasized Planar's logistics and team support that comes with every installation. "This was a high-profile project with a very tight deadline, and it required a lot of coordination across the trades in order to deliver on time. That's where Planar really excels. The flexibility and assistance they provide is what sets them apart."

"This was a high-profile project with a very tight deadline, and it required a lot of coordination across the trades in order to deliver on time. That's where Planar really excels. The flexibility and assistance they provide is what sets them apart."

— Joe Hakim, Senior Project Manager, Forte'



About the Planar DirectLight Pro Series

Planar® DirectLight® Pro Series fine pixel pitch LED video walls deliver beautiful imagery to suit every indoor, fixed installation application. Offering 5x the bandwidth of competitive solutions, the displays reduce total cost of ownership and feature fewer cabinets, cables and internal components like receivers and power supplies. The solution comes with the Planar® WallDirector™ Video Controller which drives the video wall at native resolution, captures multiple 4K inputs and includes a web-based management software for simplified set-up, configuration, operation and monitoring. Planar DirectLight Pro Series is protected by the Planar® EverCare™ Lifetime Limited Warranty, which covers the whole display— everything from the sub-pixels to the video controller, for as long as it is used in a fixed location.