



23Springs

PRODUCT

Planar LED Video Wall

LOCATION

Dallas, Texas

INDUSTRY

Corporate

APPLICATION

Digital Art

PARTNERS

GFF

Novom Group

Volvox Labs

IES Communications

Interactive LED Video Wall Takes Center Stage at New Dallas Office Tower

Located in Uptown Dallas, 23Springs is a new 26-story Class AA office tower that combines 625,000 square feet of premium office space with hospitality-inspired amenities. Developed through a collaboration between Granite Properties and Highwoods Properties, the project features 17,000 square feet of restaurant space, a 4,500-square-foot fitness studio, a customer lounge with a golf simulator and a half-acre public park that connects the building to its surrounding neighborhood.

On the ground floor of the building is a spacious, two-story lobby with a coffee and wine bar. The focal point of the space is a massive, 49-foot-wide by 25.5-foot-high LED video wall with a 1.8mm pixel pitch that wraps around a corner. From Planar and installed by IES Communications, the floor-to-ceiling Planar® MGP Series LED video wall serves as a digital canvas for dynamic, curated art and represents the largest media architecture installation in Dallas.

From Vision to Reality

The concept for the video wall emerged when the development was already underway. “We were working on the base building and amenity spaces of 23Springs when Granite approached us with the idea for a video wall installation,” said Michael Davis, senior consultant with IT design and consulting firm Novom Group. “Right away, we knew they wanted to do something big. Architecturally, this is a very beautiful building, and it’s prominently located in the heart of Uptown. It was the perfect opportunity to create something impressive and out of the ordinary.”

Novom went to work on the design, exploring different possibilities and presenting Granite with several options. As part of that process, Davis engaged display manufacturers, including Planar. “After extensive research for all systems, Novom felt that Planar was the best possible system because they understood the significance of this project and the extensive coordination to exceed Granite’s expectations,” Davis said.

The final video wall design required custom mounting and the ability to wrap a corner. The project team also had to address infrastructure needs including power, equipment placement and the cabling path. According to Davis, Planar was the manufacturer that consistently raised the right questions for managing these issues.

“Where Planar really shines is long before they even have a purchase order,” he said. “Their team was deeply involved in coordination meetings with the architect, the structural engineer and the mechanical engineer. They remained heavily invested throughout the project, providing technical support at every stage.”

The completed LED video wall, while spectacular on its own, also integrates seamlessly with the surrounding architecture, Davis noted. “It really complements the building,” he said. “Aesthetically, it fits with both the floor design and a very ornate slatted ceiling. In the end, the video wall exceeded everyone’s expectations.”





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— Aaron Bidne, Senior Director of Development, Granite Properties

Living Artwork Brings Lobby to Life

To activate the lobby environment and engage visitors, Granite commissioned new-media art studio Volvox Labs to create audiovisual artwork for the LED video wall. The result is a multifaceted, interactive concept that draws inspiration from natural forms and rhythms.

“The LED canvas is wrapped around this core structure of the building, which presented the idea of an elevator,” said Kamil Nawratil, executive creative director and founding partner at Volvox Labs. “That provided a mechanism for moving through different worlds within a virtual building.” The experience also functions as a living clock, with transitions every hour into new visual worlds, Nawratil explained.

Both segments of the video wall incorporate LiDAR motion sensors that translate human movement into responsive, interactive effects across the artwork. Behind the scenes, a custom-built computer cluster renders quadrants of the LED video wall that are composited in real time into a single 8K canvas, creating a seamless visual environment.



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— Nate Krisko, Development Manager, Granite Properties



Creating Lasting Value Though Art

Nate Krisko, development manager for Granite Properties, said the LED video wall enhances the overall property by bringing a major design element to the public. “We’ve got these monumental diagonal columns that people can see outside, but now with this video wall, they can also see a touch of art that they haven’t experienced before in Dallas,” he said. “It delivers a wow factor not just for the tenants in the building, but for anybody who comes by.”

In a building such as 23Springs—defined by premium amenities and inspired architecture—an art program becomes a very important feature, according to Aaron Bidne, senior director of development with Granite Properties. “The LED video wall lends a level of sophistication to the property and helps shape the lobby experience,” he said. “Artwork on the display provides variety, and the experience changes every day. Plus, it’s fun to see the interactivity evolve as people walk past and the imagery responds.”

Combining Planar LED display technology with two Extron Quantum Elite video wall processors demonstrates what can happen when all the right pieces come together, said Aaron Wall, project manager with IES Communications. “Words or pictures don’t do it justice—the LED video wall is truly stunning,” he said. “This was successful because of the partnership between everyone involved. Not only does Planar produce a great product, but their team is always easy to work with.”