

Behind the Screens at Lancashire's Inspiring New Leisure and Attractions Centre The Flower Bowl

TVC chooses Peerless-AV[®] video wall mounts to ensure an outstanding finish for digital signage around the venue

CASE STUDY
MARCH 2019



The Brief

The Flower Bowl
CASE STUDY



Nature and technology merge at Lancashire's new and original leisure destination, The Flower Bowl, incorporating over 30 wayfinding and entertainment screens supported by easy access video wall mounting solutions from AV technology pioneer Peerless-AV®. AV equipment supplier and integrator TVC Technology Solutions, was responsible for the installation, proposing a fully integrated audio and visual experience for visitors to this latest must-see attraction located adjacent to the existing Barton Grange Garden Centre at Brock, Preston.

The brainchild of the award-winning Barton Grange Group of companies, The Flower Bowl is a unique, single-story, mixed leisure and attractions venue, including a curling rink, ten pin bowling alley, crazy golf course, golf simulator and multi-screen cinema all under one grass-covered roof. TVC began initial discussions with Barton Grange Group in October 2016 to help create this most impressive and unusual leisure venue, which sees AV technology integrating seamlessly with its surrounding natural environment. Completed at the end of 2018, The Flower Bowl is now officially open to the public.



TVC specified and installed a total of 19 x 32" and 55" Samsung Hospitality and Commercial LFD screens in high visibility areas of the venue for wayfinding and information sharing with visitors. A further 17 x 46" Samsung screens are used to create striking video walls. In the main foyer, located outside the entrance to the cinema, is the larger 3x3 video wall used to display the latest movie trailers. Two smaller 2x2 video walls are positioned at the entrance to the shop, showcasing the Secret Garden Crazy Golf, and the Private Bar and Karaoke area. To provide easy access to all screens and to deliver the most professional screen placement for the individual displays and video walls, TVC chose Peerless-AV DS-VW765-LQR SmartMount® Full-Service Video Wall Mounts with Quick Release.

For video wall mounts that are easy to install with reliable performance and quality finish every time, we go to Peerless-AV. For this project, the displays needed to blend in with the landscape and architecture, and the mounts play a huge role in this, making the displays sit flush to the walls with no gaps or irregularities so all visitors see and engage with is the content.



Andy Greaves
Head of Commercial Sales at TVC Technology Solutions

Specifically designed with a gentle pop out mechanism for quick service access, even for in-wall applications, the Peerless-AV mounts provide an ideal video wall mounting solution for displays up to 65". These award-winning mounts are packed with installer-friendly features that allow for a single person install, including an easy hang keyhole wall plate for fast mount positioning, tool-less micro adjustment at 8 points for precision display alignment and custom wall plate spacers for perfect placement of each additional mount on the wall, eliminating installation calculations and guesswork.

The Solution

The Flower Bowl
CASE STUDY



Compact, lightweight Canon short throw projectors are installed within the curling arena to project eye-catching winter scenes through a virtual window to the outside world. Finally, a series of BOSE ceiling and wall mounted speakers help create the perfect acoustic atmosphere throughout the venue.

“ The AV was an integral part of this venture when we first started discussions and seeing the end result make us very proud of our new creation. Most importantly, customers love their new contemporary leisure hub that shows passion and care for nature and the surrounding landscape. ”

Carl Irvine
IT and Infrastructure of Barton Grange Group

About Peerless-AV®

The Flower Bowl
CASE STUDY

For over 75 years, passion and innovation continue to drive Peerless-AV® forward. We proudly design and manufacture the highest quality products, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



 Peerless-AV
Unit 3 Watford Interchange,
Colonial Way, Watford
WD24 4WP

 01923 200 100
 sales@peerless-av.eu.com
 www.peerless-av.com

 twitter.com/peerlessaveu
(@PeerlessAVEU)

 [instagram.com/peerlessaveu](https://www.instagram.com/peerlessaveu)

 [linkedin.com](https://www.linkedin.com/company/peerless-av-europe)
(Peerless-AV Europe)

 [facebook.com/PeerlessAVEurope](https://www.facebook.com/PeerlessAVEurope)