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## WARTBURG CASTLE

Wartburg Castle Transports Visitors Through  
History with Interactive Experience Portal

**CASE STUDY**

JANUARY

2023



Located on a hillside overlooking the town of Eisenach, in the state of Thuringia, Germany, Wartburg Castle is a UNESCO World Heritage Site steeped in history and religion, and rich in quintessential medieval architecture. Originally built in the Middle Ages c.1067, the castle's name is a German play on words for mountain (Berg) and fortress (Burg), coupled with a further play on "warte" = wait and "Warte" = watchtower. The castle was the setting of the fabled Battle of the Bards, a tale immortalised in Richard Wagner's opera Tannhäuser. It was also the home of Saint Elisabeth, still revered to this day, and it provided a refuge for the exiled Martin Luther, who translated the New Testament into German here.

The Museum of Wartburg is supported by the foundation of the same name, a non-profit foundation under public law. Since it was founded in 1922, the foundation has had the task of preserving the Wartburg and its art treasures in a dignified form as a cultural site of internationally standing and a monument of German history and making them accessible to the general public.

The foundation contracted system integrator inSynergie GmbH at the end of 2020. The objective was to transform the Chauffeur House into a historical and cultural experience portal for the public.



Built in 1930, the Chauffeur House had been standing vacant for a few years. We wanted to inject a new lease of life, making the inside and outside area more attractive, including the routing to and from the castle.

We planned for a complete redesign and renovation of the house with a visitor experience portal at its core. For this multi-media exhibition element, we commissioned inSynergie to manage the project, including sourcing of products and installation.



**Dr Franziska Nentwig**  
**Governor & Board Director of the Wartburg Foundation**

# The Challenge & Solution

According to Christoph Hörsch, Project Manager, inSynergie, the museum wanted to look to the future and opted for a digital format to remain flexible and be able to easily update and refresh content.

“Certainly, a key objective was to maximise the visual impression via thought-provoking, colourful images. They chose an interesting design configuration for the exhibit that integrates dynamic video walls with architecture, moving away from classic corners and edges to angles with a modern flair.”



For us, the installation challenge was mounting the digital displays into recessed exhibit walls and also onto a non-flat surface. This meant that mounting structure had to be adjustable.



**Christoph Hörsch**  
**Project Manager, inSynergie**

inSynergie provided full project management and collaborated closely with architects and the museum’s content provider to specify the right solution for the project. inSynergie had worked with Peerless-AV in the past, on projects such as the Buga national garden festival, and specified the SmartMount® Full Service Thin Video Wall Mount with Quick Release (DS-VW755S) to support 55” Samsung displays (UM55H-E). Product was sourced from AV distributor Kern & Stelly.

The DS-VW755S provided the ideal solution for this unique museum space. Designed for quick service access in recessed video wall applications, the mount provides the ultimate in versatility and is perfect in cases where overall video wall depth is a concern. It is also simple to install, can be mounted in portrait or landscape, and is tested to UL2442 safety standards for peace of mind in public environments. Tool-less micro adjustment at eight points allows the mount to overcome uneven walls, creating a seamless video wall display.

Installation of the mounts was straightforward, and the fibre optic cables were routed from the technical rooms according to pre-planning. However, before the displays were hung, vital adjustments had to be made to the mounting systems.

“The old, historic building is damp, and the walls are breathing. Therefore, in the first construction phase, it was clear that the video walls had to be re-adjusted and integrated micro-adjustment in the Peerless-AV mounts was vital here,” said Hörsch.

A total 63 units of the DS-VW755S and Samsung 55” displays have been installed in portrait orientation. The front video wall has an 8x2 configuration, the two left side video walls are in a 2x2 and 3x2, the right video wall is a 6x2 and the back video wall a 2x2. Cladding is used around the video walls to give the feeling of naturally blending into the building’s architecture; old and new combined. The cladding can also be removed easily for service and maintenance access to the screens.



The experience portal is 360 degrees with an interactive podium at its centre. When a visitor touches one of the six figures on the podium, this triggers a new two-minute video sequence which comes to life across all five video walls for a totally immersive exhibition space. Each video tells a story about the Wartburg automotive industry, the history of the castle and information about local culture and tourism. Customisable, dynamic, multi-coloured LED ceiling lights also synchronise with the content.

The installation was completed in the covid pandemic and opened to visitors in Spring 2022. The experience portal has been very well received and impresses all who visit the Wartburg Castle grounds. The Wartburg experience portal was financed by the state of Thuringia with European Regional Development Fund (ERDF) funding.



The high quality of product and uncomplicated cooperation with the Peerless-AV sales department meant we had maximum support throughout. We're very happy with the result; it's a visual delight




**Christoph Hörsch**  
Project Manager, inSynergie






# About Peerless-AV

For over 80 years, passion and innovation continue to drive Peerless-AV forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high-volume 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](http://peerless-av.com).



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