



Palazzo Castiglioni, Milan Italy

Transforming a Historic Art Nouveau Palace into an Example of Digital Innovation

Palazzo Castiglioni is a grand turn-of-the-century palace, a conference center, and a tourist attraction in Italy. It acts as the seat of the Traders' Union of Milan. The palace is located at the very heart of the city of Milan and is a symbol of Italian Art Nouveau architecture. The innovative digital signage system installed throughout the building, with SpinetiX technology at the core, facilitates modern visual communication while reinforcing Palazzo Castiglioni's landmark architectural style.

Challenges

The Traders' Union of Milan wanted to streamline visual communication with its members as well as the building's guests and visitors. In particular, there was a need for an integrated system that:

- Promotes scheduled events at the large 800-seat conference center for one massive hall and five smaller meeting areas
- Replaces traditional paper signage with a completely digitalized installation
- Provides a dynamic wayfinding solution
- Makes the most out of the available space with a flexible mobile totem option
- Allows to include advertising messages during external stakeholder events
- Fits graciously within the historical architectural style of the building



"The need was to modernize the communication with everyone at the conference center. Digital screens with bright, clear graphics and timely messages that we can update at any time, allow us to make the most out of the available space. The system is so effective, that we even plan to use it for selling advertising spots to special event organizers who rent our meeting areas."

ANTONIO TASCONE
Head of Purchasing at the Traders' Union of Milan

Solution

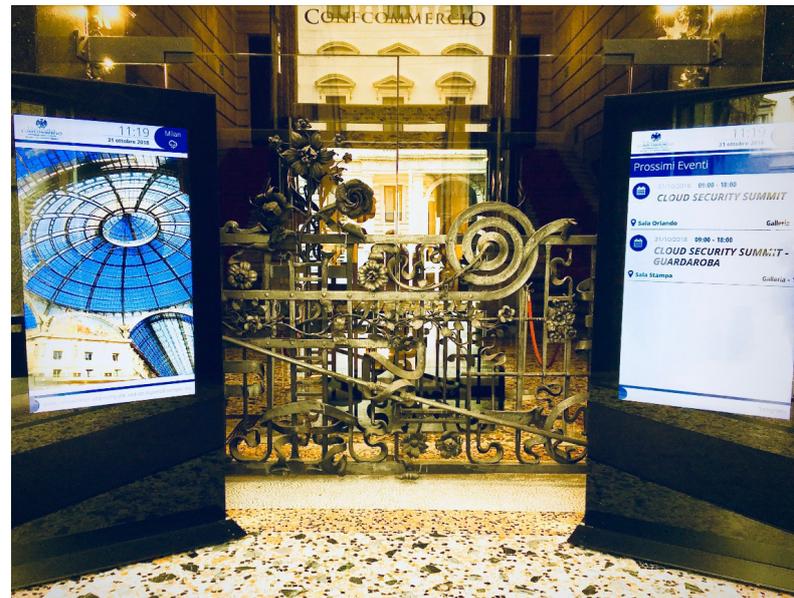
A bridge between the past and the future

To answer the challenge, the Traders' Union of Milan brought in a skilled team of installers from Ricoh Italia who developed a project for the distribution of information via digital displays. When developing the project, the architectural aspects of the site were taken into close consideration. The completed project consists of a total of 15 displays of various sizes and orientations fit neatly throughout the conference center, all powered by [SpinetiX HMP players](#).

Flexible screen setup and content

The content management system (CMS) used, called [Jade](#), relies on SpinetiX architecture and technology. The CMS is developed by Italian-based [Voome Networks](#) and allows for automatic synchronizing of screen content with the site's booking tools. This way, guests are always up to date with scheduled events in the meeting rooms.

The system also allows for easy wayfinding to help customers quickly find their way around the building. The mix of SpinetiX hardware and Jade CMS is a winning combination. It is aimed at end customers who are looking for scalable and reliable digital signage.



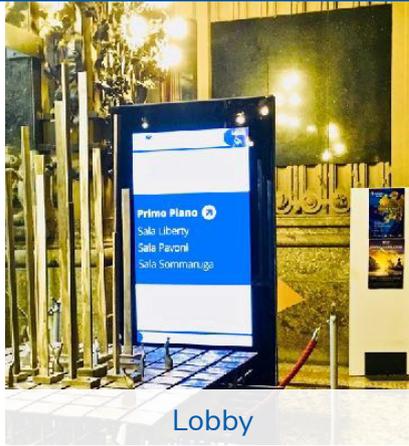
SpinetiX HMP players at the core of the integrated digital signage solution

Both SpinetiX [HMP300](#) and [HMP350](#) were used for the realization of the project. The players were selected for their reliability record of continuous 24/7 performance in public spaces and for their compact robust design with no moving parts. The players power 15 LG FULL-HD professional displays in 55" 49" and 22" sizes in both landscape and portrait configuration, as well as 1 ultra-stretched 86" vertical display.





Congress Center Entrance



Lobby



Reception Area



Meeting Rooms

Three 55" displays, enclosed in elegant custom-made totem fittings are positioned at the entrance of Palazzo Castiglioni to welcome union members and guests with information about current events and wayfinding.

Another wayfinding and welcome post at the ground floor of the building consists of a fourth 55" monitor. The mobile totem-like enclosure of the screen is flexibly designed to be moved at different locations depending on the need of event organizers.

An ultra-stretched 86" screen is placed close to the building's main staircase and next to the large reception area that leads to the main conference hall. The screen is used to address welcome messages to visitors and guests. An additional two mobile totems with 49" displays can be used to publicize the center's events.

Ten 22" screens are installed in front of meeting halls. These installations feature custom-made wooden frames and are positioned on special supports from the ground or fixed to the wall. The content on these displays ranges from a summary of the ongoing event program to the daily event schedule for the entire building, depending on the time of day.

Results

A new visual communication channel in line with the building's landmark architecture

The installation's custom-made aspect not only fits in perfectly with the unique architectural details of the palace, but also upgrades the visual presentation of the property's interior.

A highly integrated system that is easy to manage

The setup allows for content automation in even the most complex of scenarios showing, for example, events agenda, room-booking, and wayfinding. Data is sourced from the client's accounts with Microsoft Exchange and Google Calendar.

Reduced maintenance costs.

The new installation completely replaces the need for paper signage eliminating printing and paper costs. Content can also now be easily changed at a press of a button.

Scalable future-facing solution

The flexibility and scalability of the solution allow for expansion of its functions in the future, such as selling advertising for customers of the conference center as a next step.

PARTNERS

Ricoh Italia – Project integrator
Voome Networks – developer of Jade CMS
AVStore – SpinetiX Distribution Partner

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