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Hiperwall Donor Wall Fits Design of Canadian Museum for Human Rights

Hiperwall Video Wall Serves as a Digital Donor Recognition Tool for High-Tech Museum

The Hiperwall donor recognition wall at the Canadian Museum for Human Rights provides an impressive, digital display that lists donor names, provides information in both English and French, and has the ability to be updated quickly and easily at low cost.

Challenge

The Friends of the Canadian Museum for Human Rights wanted to find a way to create a dynamic, digital donor wall rather than a traditional static donor wall to match the high-tech nature of many of the exhibits located at the Canadian Museum for Human Rights.

Solution

Hiperwall was selected by the Friends of the Canadian Museum for Human Rights to make their vision for the donor wall a reality. An 11 x 2 video wall configuration was created using 55" LCD monitors. Each monitor in the wall was positioned in a portrait arrangement.

Results

The donor wall has been well received by donors, and the digital nature of the wall saves the Friends of the Canadian Museum for Human Rights the expense they would have incurred had they chosen a traditional static wall, which would have required them to make changes each time a new donor was added. The choice of a video wall was a great fit with the style of the high-tech museum, which displays dynamic content through the use of monitors to communicate information

The Canadian Museum for Human Rights.

Background

Located in Winnipeg, Manitoba, Canada, the Canadian Museum for Human Rights is the first museum solely dedicated to the evolution, celebration and future of human rights. The aim is to establish not only a national hub for human rights learning and discovery, but to be a catalyst for a new era of global human rights leadership.

Challenge

The Canadian Museum for Human Rights engages visitors in an immersive, interactive experience that offers inspiration and the tools to make a difference in the lives of others. Most exhibits use technology to present dynamic content and in keeping with this approach, the Friends of the Canadian Museum for Human Rights thought it fitting to have a digital video wall as their donor recognition wall.

Solution

The Friends of the Canadian Museum for Human Rights selected Hiperwall as their solution for the donor wall. Arranged in portrait fashion, 22 displays were installed in an 11 x 2 arrangement. Each monitor in the video wall is a 55" LED. The donor wall is used to display donor names arranged alphabetically and by categories based on the dollar amount donated. On rare occasions, the video wall is used at special events and functions to display company logos and videos about the Museum, including the history of the project and other presentations.

Benefits

Ever since the Museum's grand opening in September 2014, the Hiperwall video wall has provided donor recognition for gifts from $10,000 up to $20 million. The donor wall is located in Bonnie and John Buhler Hall, the main hall of the Museum where tours begin, enabling all visitors to see the donor wall.

"Our donors are very pleased with the Hiperwall donor wall," said Diane Boyle, Chief Executive Officer of the Friends of the Canadian Museum for Human Rights, the fundraising arm for the Museum. "The video wall makes an impressive display, especially because of its size. In addition, it's easy to make changes to the information displayed on the wall."

"In general, the video wall is a great way for us to recognize our donors," said Viv Draward, Director of Communications for the Friends of the Canadian Museum for Human Rights. "It fits well with the style of the Museum in terms of ensuring access to the content and offering a changeable, cost-effective solution for the long term. Guests who have used the video wall for events appreciated having so large a display to access. While we don't often use the wall in this fashion (because its primary purpose is donor recognition), everyone who has used the wall for displaying video and static images for special events thought it was a great tool.

Monitors in use as an exhibit at the
Canadian Museum for Human Rights.

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