

3M GTG's MetaTwistTower at Munich Airport

Written by Bob Snyder
14 August 2012



Calling it, “a Swiss Army Knife of a digital billboard,” 3M GTG introduced a new generation of billboard, the **MetaTwistTower** at the MAC (Munich Airport Centre) Forum, a large outdoor multi-purpose event area, to mark the airport’s 20th anniversary.

After being commissioned to develop a digital display system under the roofed section of the MAC Forum, 3M GTG redefined the classic approach of a digital billboard with the concept of a media installation in keeping with the venue’s spatial arrangement, ambience and uniqueness. As a result, the MetaTwistTower was created – a spectacular 10.6 metres high triangular tower with a 41m² rotating and revolving LED surface.

The installation has three layers, each with three LED panels on precisely engineered rotation and folding mechanisms. These nine connected elements can be adapted in format and orientation (square, landscape or portrait), and unfold to give a powerful performance with never-before-seen dynamics. Switching between these formats, and the movement of the panels, is an integral part of the visual performance. When combined with synchronised content, the MetaTwistTower delivers a high impact advertising and media production tool for large-scale, public audience communication.

The MetaTwistTower was showcased for the first time at Munich Airport’s 20th anniversary event displaying the advertising campaigns of three major brands, as well as key highlights of

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the four day programme, including anniversary festivities, musical acts, comedians and live sports broadcasts.

Munich Airport is one of Europe's busiest for international passenger traffic. Its accessibility, transport infrastructure and venue facilities also make it a popular location for a variety of exclusive events. Situated in the area between the two runways, the MAC Forum is Europe's largest outdoor space (10,000 square metres) for shopping, recreation and business with a 40 metre high glass roof. It is fully equipped with state-of-the-art communications technology and catering facilities to support sporting activities, live broadcasts, presentations, demonstrations, conferences and launches of all sizes.

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