

CASE STUDY

Nightscape opens immersive entertainment venue in Nashville

Nightscape's new Nashville-based entertainment venue redefines how digital technology can be used to evolve social interaction in a physical place. Using real-time video and audio rendering for immersive events and experiences, Nightscape pushes the boundaries of what was previously thought possible for private events, dining, sports viewing, nightlife and other entertainment experiences.



Summary

Nightscape is an experiential production and creative services company providing turnkey immersive experiences around the world via real-time visual and audio content. In March 2022, after four years in development, Nightscape opened, transforming Nashville's former 12th & Porter space into a state-of-the-art entertainment facility.

Featuring a main room with 360-degree projection mapping, 34 d&b speakers equipped with Spatial audio, pixel strip cove lighting and custom scent diffusers, the venue hosts events and experiences that transport visitors to any time or place, real or imagined.

In late 2020, Nightscape saw the opportunity to pivot to and leverage the latest technology for its immersive entertainment venue, which utilised Disguise and Unreal Engine for real-time content creation and implementation. Alongside the real-time content, they also shifted to include audio from Spatial, a real-time performance engine that runs audio simulation in real-world physical spaces.



The challenge

“The Nightscape concept works best when the space is extremely modular, both physically and digitally,” says CEO Mike Weinberg. “In order to achieve a constantly evolving and diversified space and calendar of events, we have to be able to quickly pivot from one concept to another.” Mindful of this, Nightscape encountered numerous challenges around producing visual and audio content that could be developed and changed quickly, both for Nightscape-branded ticketed experiences as well as private events, brand pop-ups and experiential activations.

Continuous 360-degree projection from 21 Epson projectors driven by Disguise and Unreal Engine seamlessly casts content across walls and ceilings creating a truly immersive and transportive experience for guests. Cues from Spatial audio and corresponding scent diffusers build out extra layers of realism and reinforce the narrative that venue guests have entered a different time, place or world.

“To us, projection-mapped spaces aren’t just about what’s on the walls. They’re about what that environment creates for the experience people have inside the walls,” Weinberg emphasises.



The solution

Nightscape devised its pioneering approach by harnessing the power of Unreal Engine and Disguise VX 2 media servers and RX II render nodes to project the content in real-time. Vice President Kevin Longwell, who leads creative and technical for Nightscape, immediately recognised the potential of Disguise.

“ *The various levels of support and opportunities Disguise has afforded us allows us to be at the forefront of this exploding space of immersive experiences.*”

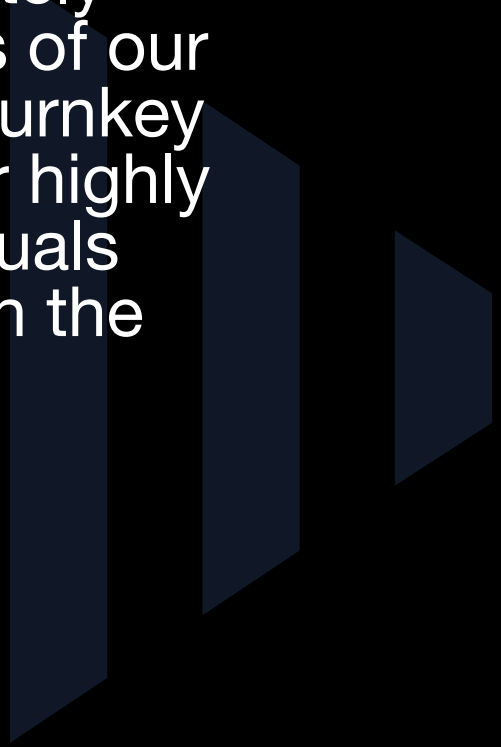
Kevin Longwell | Vice President
Nightscape



NIGHTSCAPE

“Disguise was absolutely crucial to the success of our project as it was the turnkey solution for taking our highly complex real-time visuals and projecting them in the space.”

Mike Weinberg
CEO



The results

Nightscape scored an incredible opening month for the venue with five different concepts staged within thirty days of the launch: college basketball's March Madness and Masters golf watch parties, golf and underwater-themed nightlife events, and a first-of-its-kind immersive dining experience called "TASTE" that takes real-time visual and audio rendering to another level.

TASTE, A Culinary Series: Italian Villa took guests on a two-hour journey through a castle built in Unreal and designed with sophisticated audio and visual movements throughout.

"From the larger-than-expected sales numbers to the significant positive response and interest from guests, clients and potential partners, it has been a major success on every level," reports Weinberg. "The ability to showcase these varied in-venue capabilities has already sold clients on hiring us for a variety of new activations and installations outside the venue that highlights our abilities to create incredible turnkey experiences anywhere."



Success

The creative services arm of Nightscape has been taking experiences on the road - using Disguise to produce events and activations across the country, including at SXSW and Coachella.

“Having Disguise as our end-to-end server solution for all projects has streamlined our internal process to work efficiently without sacrificing on quality,” says Longwell. “Not to mention that the support we’ve received from Disguise, both technically and developmentally, has been second to none. We are infinitely excited about moving in lock-step with Disguise as we continue to evolve this space together.”

4

years in
development

5

concepts staged in
the first 30 days

2K+

tickets sold for first
5 concepts

3K+

sign ups in first 4
months



Disguise equipment used



VX 2

Building on the strength of the VX 4, the VX 2 gives you the freedom to build out your technical capacity depending on the size of your production.

Find out more [→](#)



RX II

RX II is our dedicated system for hosting content from real-time render engines, unlocking 40% more graphics processing power than its predecessor.

Find out more [→](#)



FABRIC

Fabric is our pre-configured network switch that quickly and seamlessly connects Disguise servers - streaming 4k content without latency or dropped frames

Find out more [→](#)

Get in touch

**Curious to know more about us?
Want to master our production toolkit?
Need support on your project?**

Our team will be happy to speak to you,
whatever your query.

Get in touch

Get Started