



PICTURA[™]
INTERIORS

CASE STUDY: INTERIORS

ZUCKER FAMILY SUITE & BROADCAST STUDIO

THE PROJECT

A space like no other is exactly what it means when speaking of the collaboration and development behind the Zucker Family Suite and Broadcast Studio located inside the University of Minnesota Masonic Children's Hospital. Pictura Interiors worked closely with other partners to integrate an acoustic soundproof system into a curved fabric wall framing system inside the broadcast and studio space.

"The thing about the children's Hospital is you can't just build a space to build a space. It has to be something families can utilize, but that's also fun and playful," said Nick Engbloom, Director of Community Partnerships; UMN Masonic Children's Hospital. "We wanted to involve Pictura Interiors to integrate some of the innovative things they're doing that are cutting edge to help us create a circular, soundproof space that also graphically engages our patients and families."

Creating this unique soundproof room presented a variety of challenges. The curvature of the layout required pictura to design a customized curved SEG frame to fit the structural layout of the room. Once the frame was set in place, the acoustic panels were added for soundproofing. Finally, the green screen and change-out graphic walls were facened into the frame system. Three glass see-through portholes were also added into the design requiring Pictura to systematically place those circular holes into the curved fabric wall.

THE RESULT

Pictura's SEG wall framing structure allows the children's hospital to interchange new graphics whenever needed. "We can now quarterly swap out wall graphics and photos on the walls visually showing how we are utilizing the broadcast suite and studio to help make kids really feel like they're famous in their own studio." "Carly and I wanted to provide a positive experience for families during challenging times, and a place where the patients and their siblings can just be normal kids," Jason Zucker said. "We cannot be happier with how this space turned out."

see project highlight @ www.picturainteriors.com/zucker-suite

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When you walk into
the space you're taken
back. Because the
bacame a reality and
the reality is better than
the dream. that's what
this is all about.

—
Nick Engbloom

Director of Community Partnerships
UMN: Masonic Children's Hospital

