

CASE STUDY:

Westfield Mall of The Netherlands



The 'Largest retail screens project since pandemic' completed in Westfield Mall of the Netherlands

Project delivered: April 2021

Project Summary

The URW 'Westfield Mall of The Netherlands' opened in May 2021 – Holland's biggest retail destination with over 280 stores in the The Hague. This prestigious development cost more than half a billion Euros, but even in the pandemic period whereby retail has been significantly impacted, the mall is more than 90% leased. As with any new Mall these days, there is a lot of digital requirements which is used to engage audiences during their destination visit, and UK-based custom display provider, Esprit Digital, was chosen to manufacture and install all of these displays.

Technical Information

Right outside the main entrance the welcome LED is completely sympathetic to its environment. Working together with The Hague Municipality who were concerned about the light pollution on nearby residents from the outdoor LED display, the 5,760 x 3,200mm display uses LUMOS 6.67mm pitch tiles with an optical mask applied to direct the image of the display, when operating at full brightness. LED customers always want the biggest and widest viewing angle possible, whereas the challenge here was to build a solution with a restricted viewing angle that did not compromise the quality of the visual in any way.

Inside the mall the traditional rotating 'Spectacular' double-sided LED is clearly visible to the ends of the two of the main aisles. 5500mm high x 3000mm wide with a 4.8mm pixel pitch the display has Ambilight side strips and a 360-degree continuous rotating mechanism.

There are also 22 internal and external double-sided 75-inch LCD display totems – using the same unique design adopted by URW for all its UK and EU malls.

Client Requirements

The client brief for this project was clear from the outset - URW wanted to install high-quality digital hardware (just as we had produced for previous Westfield Shopping Centres around the world) to fit in to their flagship shopping mall in The Netherlands. The screens needed to fit aesthetically into the luxury mall environment. The main objective from the client was to ensure the Digital Network being produced would be 100% reliable and look as amazing at the end of its lifespan as it does on Day One.

Westfield are a longstanding client of Esprit Digital, with our product footprint installed throughout the world in their centres. The relationship is based on trust and Esprit Digital's ability to offer a turnkey service including innovative, highly stylised, and cost-effective solutions that really stand the test of time.

"Digital displays are now such an integral part of the shopping experience, and it is critical to URW that our malls have industry-leading screen portfolios. We have worked with Esprit Digital across all our regions since the opening of Westfield Stratford 10 years ago, and both URW and our media partner Ocean Outdoor are delighted with the outstanding products they have delivered in our flagship Mall of the Netherlands."

Chris Lynham, URW's Head of Media & Client Operations for UK & Europe.

