



# Modernizing the Columbus Metropolitan Library: Martin Luther King Branch

## Case Study

Columbus Metropolitan Library  
[www.columbuslibrary.org](http://www.columbuslibrary.org)

## Summary

Named the Library of the Year in 2010 by Library Journal, The Columbus Metropolitan Library was seeking to renovate and modernize a branch dedicated to Martin Luther King. In collaboration with a nationally recognized architect, New Era Technology was selected as the integrator to implement the architect's visions to memorialize moments of both Dr. King's life and the neighborhood in which the library is located.

## Challenge

To provide clear, visual content on the exterior building façade while ensuring the commemorated images projected are visible no matter the time of day or season.

## Solution

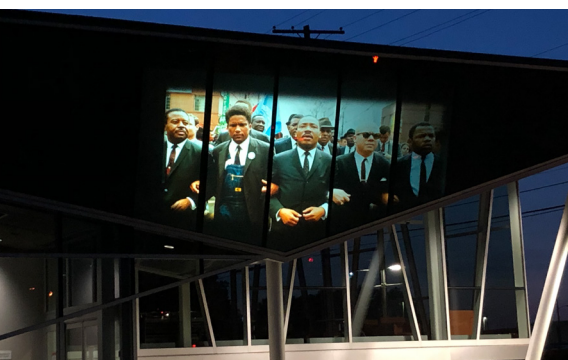
New Era Technology served as a trusted adviser by providing internal and external audiovisual solutions such as interactive signage and exterior projections to provide a visually-captivating display and interactive spaces for the local Columbus community in honor of Dr. Martin Luther King.



## Process

New Era Technology and The Columbus Metropolitan Library have a long-standing relationship. New Era Technology has been the integrator of choice for the Library's seven branches. Over four years, New Era has provided audiovisual solutions to help modernize and revitalize each branch. Projects include solutions for conference rooms, meeting spaces, story-time areas for children, interactive digital signage, teen study spaces, and teen gaming rooms.

As part of a revitalization effort for the Martin Luther King branch, New Era Technology was selected by a nationally recognized architect working on the project to integrate the vision to memorialize moments of Martin Luther King's Life. Over one year, New Era worked closely with the Architect and the Chief Customer Experience Officer at The Columbus Metropolitan Library to ensure the overall goal and plan was executed correctly.



The architect's goal to provide a special and unique presentation to commemorate Dr. King's Life started with the idea to showcase projections on the Library's exterior portion. A 20,000 Lumen Laser Projector was the selected technology to make this vision a reality. The projector is housed in a climate-controlled cabinet mounted above the ceiling and uses a specific film to make the glass exterior an ideal projection surface. The projections run from dusk to dawn and are on an astronomical clock, adjusting the start and stop time to fit the season.

This project's timeline tightened to adhere to a newly announced ribbon-cutting that would be completed by Martin Luther King's son for the 50th anniversary of the original dedication (performed by Martin Luther King). To ensure the project would be completed in time for the special ribbon cutting, New Era Technology worked very close-ly with the manufacturer of the particular lens to have the product overnighed from overseas.



"This new library represents both a significant reinvestment in Columbus' Near East Side and an affirmation of Dr. King's ideals: promoting equality, valuing education and uplifting communities."

— Gregg Dodd, Director of Marketing  
*Columbus Metropolitan Library*



## Outcome

Having a strong relationship with Columbus Metropolitan Library, New Era Technology ensured the project would have a high-quality caliber to exceed the Library's goal while aligning with the Architects' vision. Overall, New Era's contributions help memorialize moments of Dr. King's Life and the Library's surrounding neighborhood through visually captivating projections that will be seen for years to come.

### Want to learn more about this project or solution?

Call us at 877-696-7720 or send an email to [solutions@neweratech.com](mailto:solutions@neweratech.com).

