

Second Nature Gardens. Gender Recognition Digital Installation.



Client Brief.

Second Nature Gardens were commissioned by the Rainbow's Children Hospice to create a garden at the prestigious Chelsea Flower Show. To enhance the experience and inject a modern dimension they wanted to include a digital installation that would interact with garden visitors.

Acquire's Solution.

The digital installation combines audio stimulation, with visitor profile recognition to trigger a series of digital projections within the garden environment.

Features and Benefits.

- Software was developed to use a unique app developed by Quividi.
- Able to distinguish between females, males and old and young people .
- First digital installation to be installed at Chelsea Flower Show.
- The Garden Won the Silver Medal Award.
- Helped to attract a younger demographic to the show.

Acquire Software.

The Acquire Software works using a special app developed by Quividi which can detect and distinguish between age and gender.

Acquire then selects the digital image assigned to that particular demographic and keeps the content projected for an optimum length, ignoring further triggers to create a nice even mix of projections. The garden was the first to include a digital installation and won the Silver Medal Award.

