

# The communicative transformation of Kulturkvarteret



**Kulturkvarteret i Örebro**  
An inclusive meeting place for all, with a special focus on children and young people.

**Location**  
Örebro, Sweden

**Industry**  
Public Sector

**Number of digital screens**  
16

## The Customer

Kulturkvarteret, situated in central Örebro, is much more than a mere location. It serves as a vibrant hub where creativity and community flourish. Here, visitors can explore and experience a wide range of cultural activities, including a well-stocked library, intriguing art exhibitions, and lively music and theater performances.

Kulturkvarteret has something to offer everyone. It is an ideal spot for students seeking a place for study and creative inspiration, art enthusiasts attracted by diverse and thought-provoking exhibitions, and families and school groups looking for interactive and educational activities. Kulturkvarteret is committed to being an open, accessible, and inclusive cultural institution for everyone.

## Background

From the outset, Kulturkvarteret planned to incorporate digital screens into its architecture. Design stages included designated spaces for screens, but the decision was made to install vertical screens instead of the initially planned horizontal ones, to better meet the operational needs for digital event posters.

Three communicators, each with a different focus, collaborate to utilize these screens effectively in their communication strategies, creating a dynamic and engaging environment for visitors.

## The Challenge

Kulturkvarteret faced a significant challenge: to efficiently inform a diverse audience about a constantly changing array of events. It was particularly challenging to quickly communicate changes in the schedule and provide clear and concise guidance within its expansive premises.





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## The Solution

A flexible and updatable solution was required, one that could manage the dynamic flow of information while also being aesthetically appealing to engage Kulturkvarteret's varied visitors.

After thorough evaluation and inspiration from study visits to similar cultural institutions in the Nordics, Kulturkvarteret decided to implement a system of high-quality digital information screens. These screens are strategically placed throughout the facility to ensure maximum visibility and are seamlessly integrated into the aesthetic of the surroundings. Their modern design and clear displays make them attractive to visitors.

To effectively manage the content on the screens, the PLAYipp® platform is used. With PLAYipp®, Jessica and Karin can quickly adjust messages and graphics to reflect current events and meet visitors' needs. "As someone who uses PLAYipp® daily, I can attest to its user-friendliness, which greatly facilitates our work," says Karin. "It allows us to dedicate our energy to creating engaging content rather than dealing with technical complexities."

These technological enhancements have significantly improved the way Kulturkvarteret interacts with its visitors and streamlined its communication of important messages and program updates.

"The user-friendliness of PLAYipp® significantly eases our work"

**Karin Wilkens, Communicator at Kulturkvarteret**

## The Results

Since the installation of the screens, Kulturkvarteret has observed a notable improvement in communicating information to visitors. Jessica Larsson, a communicator at Örebro Library and Örebro Elementary School, states: "Our digital screens have transformed how we engage with our visitors. They enable the rapid dissemination of important information and contribute to a more interactive and welcoming atmosphere."

The new digital screens have been warmly received by visitors, many of whom appreciate the clarity and accessibility of the information presented.

## The Future

Kulturkvarteret is excited to continue its journey with digital information screens, focusing on further refining and adapting its communication methods to better meet the needs of its visitors. With the successful implementation of the PLAYipp® content management system, Kulturkvarteret is well-positioned to efficiently disseminate information and promote its many events.



# 3 Tips from Kulturkvarteret

## 1. Start with your target audience and their needs:

To effectively communicate with your audience, begin by understanding who they are. Kulturkvarteret caters to a broad audience, from students and art lovers to families. It's crucial to tailor the message and content on the screens to engage your specific audience effectively at the right time and place.

## 2. Establish content guidelines:

Having a clear framework for what type of content should be displayed and how it is presented is essential. This includes decisions on font size, image use, and the duration each message is displayed. Such guidelines help maintain consistent and professional communication.

## 3. Embrace brevity – dare to be concise:

The old adage 'kill your darlings' applies to digital screens as well. Do not hesitate to trim your message down to the essentials. Kulturkvarteret's strategy involves sparing use of text on screens, opting instead to direct visitors to their website. Employing images and layout to capture visitors' interest exemplifies this approach effectively.

