

PERSPECTIVES

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From Shopping Mecca to Modern House of Worship

SVL Productions, Inc., and Premier Mounts transform vacant mall into vibrant home for Heartland Community Church's congregation

After outgrowing three spaces in less than ten years, the interdenominational church Heartland Community Church needed room to expand. This somewhat unconventional church saw potential in the empty JC Penny retail space and set forth to transform it into the awe-inspiring 1,600-seat auditorium that boasts a multi-million dollar A/V and lighting system.

Each of Heartland Community Church's four weekend services is a multi-media extravaganza — incorporating lessons and video-cast teachings as well as song, music, drama and media into the worship experience that both engages and inspires the congregation to renew their relationship with God and each other.

Working alongside the architects to achieve this dream, Technical Director at the church Brent Hayes designed and installed a system that transformed a 150,000-square-foot retail space into modern, high-tech house of worship.

Designing High Expectations

SVL Productions, which is owned by Hayyes, was given the A/V and lighting assignment for Heartland's three venues: a 350-seat "chapel" style room, a 650-seat multi-purpose ministry room and the main auditorium. In the end, the new auditorium required 24 projectors, 80 flat-panel televisions and a countless number of lighting and sound components.

Results:

A challenge with enormous results, SVL Productions, Inc., along with key manufacturers and custom designers like Premier Mounts, transformed a tired shopping center into a bustling center of worship. Since the renovation, more than 6,500 people attend services each weekend and Heartland Community Church is creating plans for additional updates.

Equipment List:

- Universal Projector Mount with 1-1/2" Coupler (model PBC-UMS)
- Universal Flat-Panel Mount (CTM-MS1)
- Universal Tilt Mount (CTM-MS2)
- Universal Flat-Panel Mount (PCM-MS2)
- Elliptical Floor Cart Stands (PSD-EB60C)

The scope, size and expectations of this project presented unique challenges for Heartland's architects as well as SVL and its manufacturing partners — create an experience that is uniform across the auditorium. Each aspect of the system had to be considered before anything was put into place.

Premier Placement

Videotaped teaching is the foundation of the Heartland's style of service, thus the video projectors provide a critical element to the attendee experience. Placement of the Sanyo high definition projectors was as equally important as the placement of the screens. Suspended from the ceiling, the seven Sanyo PLV-HD150 projectors had to be held securely in place, but also be accessible for maintenance and "tweaks."

"If the projectors are off even the slightest amount, the overall visual experience for the audience is compromised," said Hayes. "At Heartland, every element is designed and integrated so that attendees can realize the joy and energy that comes from services." Because of the nature of the project and critical positioning of the projectors, Hayes selected long-time

manufacturing partner, Premier Msounts, to choose a suitable and efficient mount for the projectors in the main auditorium.

"Premier stood out among the mounting systems because they could get the products we needed and custom designs done quickly and in our budget. It was critical that we had a partner with a 'can do' attitude and the ability to transform an idea into a solution we could hang on the wall, from the ceiling or anywhere else."

-Brent Hayes

"The placement of the projects required an innovative and flexible solution," said Len Dozier, president and founder of Premier Mounts, "Incorporating four projectors, aimed at four separate screens required a mount that is able to tilt and adjust so the picture is just right."

SVL chose Premier's large projector stacking system (model PBM-

LPS2). The stacking system enables Heartland to rotate to adjustments of 15 degrees, +/- 6 degrees tilt and +/- 3 degrees roll, with positive locking of set angles. The solution is secured to Heartland's ceiling to a single wood stud, mated to a false-ceiling adapter, adjustable suspension adapters or standard 1-1/2" pipe. Premier worked with SVL and Sanyo to set up a demo at the church early on so everyone could be comfortable with the decision before we spent any money.

In addition to the projector mount, Premier was also selected to supply universal and dedicated mounting solutions for both the projection systems and flat-panel televisions and monitors.

"Premier stood out among the mounting systems because they could get the products we needed and custom designs done quickly and in our budget," said Hayes. "For Heartland, it was critical that we had a partner that had a 'can do' attitude and the ability to transform an idea and a need into a solution we could hang on the wall, from the ceiling or anywhere else."

Rebirth

The final A/V and lighting solution provided by SVL far exceeded the expectations set by Heartland at the start of the project. SVL created a flexible yet sophisticated A/V integration that suits the current needs of the church, but can be altered and moved into new spaces.

"People come to Heartland just to see the new space and look at the renovations. To take a mall and transform it into a state of the art auditorium is amazing," said Thiesen. "Many of those who initially came to see the renovation are beginning to stay and become a part of this church community." 

