

HB ALLEN CENTRE, KEBLE COLLEGE

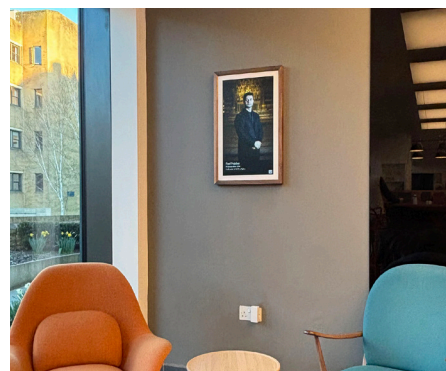
The HB Allen Centre, part of Keble College at the University of Oxford, is a prestigious hub dedicated to graduate students and serves as a centre for conferences, social gatherings, and postgraduate student living. Unveiled by HRH Prince of Wales in October 2019, this newly constructed facility embodies a blend of Oxford's rich heritage with cutting-edge modern technology, making it one of the University's most iconic developments in recent years. The centre recently hosted the renowned Conference of Colleges, underscoring its significance as a premier venue for academic and corporate events. In line with its vision of a forward-thinking and welcoming environment, the HB Allen Centre integrated the Vieunite Pro digital canvas to enhance its spaces with modern digital artistry and seamless corporate communication.

CHALLENGES

Keble College sought to create an engaging and vibrant atmosphere at the HB Allen Centre, particularly for its community of DPhil and other postgraduate students, as well as visiting fellows. They aimed to establish an environment that reflects the historic journey of Keble College and the HB Allen Centre while fostering a sense of belonging among members of the Keble Middle Common Room (MCR). The college required a digital solution capable of displaying a wide range of content, from Keble's own history and internal messages to world-renowned artwork, all in a way that would captivate students and visitors alike. The Vieunite Pro digital canvas was selected as the ideal tool to meet these multifaceted needs.

SOLUTIONS

The Vieunite Pro digital canvas became a central element of the HB Allen Centre, prominently positioned at the main entrance lobby, where it introduces visitors to the college's heritage and modern achievements. With its high-resolution display and versatile functionality, the Vieunite Pro effectively serves as a platform for internal corporate messaging, event information, and a curated collection of artwork, ranging from classic Old Masters to contemporary travel and fashion photography. This blend of art and information supports Keble College's mission of integrating modernity with tradition, creating a welcoming and inspiring atmosphere for the graduate community.



IMPLEMENTATION

The installation of the Vieunite Pro digital canvas at the HB Allen Centre was a straightforward process. In a demonstration of the canvas's portability and adaptability, it was mounted on an easel, allowing Keble College to reposition it across various key locations. In addition to the main entrance hall, the canvas was placed in the Glen Callater conference room and other meeting spaces, enhancing the ambiance and functionality of these areas. The flexibility of the Vieunite Pro canvas ensures it can be strategically displayed where it will have the most impact, making it an ideal digital solution for the dynamic needs of the HB Allen Centre.

RESULTS

The response to the Vieunite Pro digital canvas at Keble College has been overwhelmingly positive. Both students and staff have appreciated the enhanced environment that the canvas helps to create, with its mix of historical storytelling, event updates, and captivating artwork. This innovative digital feature has garnered attention for its potential to transform other iconic locations within Keble College, such as the famous Dining Hall and Keble library. Pending approval from the college's Gardens and Buildings committee, additional Vieunite Pro canvases may soon extend Keble College's digital transformation across its historic campus. In short, the integration of the Vieunite Pro digital canvas at the HB Allen Centre exemplifies Keble College's commitment to blending tradition with modernity, fostering a vibrant and welcoming environment for its graduate students and esteemed visitors.

