



DANMON GROUP

ATG DANMON UK

# Video production facility for Piccadilly headquarters of Fortnum & Mason

ATG Danmon is one of the world's most successful providers of high-end reliable and easy-to-operate integrated systems for broadcasters and programme makers.

Active in Europe, Asia, Africa and the Middle East, ATG Danmon is part of the Dan Technologies Group which operates from offices in the United Kingdom, Germany, Denmark, Norway, Portugal, Spain, Sweden and Vietnam.

Food and Drink Studio showing live cooking demonstration area.



ATG Danmon has completed a video production facility for the 181 Piccadilly headquarters of Fortnum & Mason, one of Britain's longest established retail stores. The new system includes a Food and Drink Studio plus a dedicated control room. Created as a multipurpose resource on the store's third floor, the studio incorporates a kitchen with remotely controlled cameras and adjustable lighting. The new facility is designed to be a creative hub for anyone with an interest in food and drink innovation. The space will play host to over 100 Fortnum chefs as a production kitchen to create, taste and master recipes, supplying the Piccadilly store with Fortnum's classics such as Scotch Eggs and Beef Wellingtons.

"Covid gave us the time to really think about the direction we want to take with the space," comments Tom Athron, Fortnum & Mason's chief executive. "Our whole strategy for a while now has been to become more relevant to more people more often. The purpose-built Food and Drink Studio is dedicated to experimenting and learning, crafting and producing; where beginners can meet masters

and the craft of food and drink is celebrated. It will play host to live cooking demonstrations and workshops led by established chefs and emerging talent."

"We were invited to tender for the project after being recommended by one of our customers," says Jonathan Hughes, ATG Danmon managing director. "The challenge was to integrate a versatile but unobtrusive production system into an area that could also be used for audience-participation events. After an initial site survey, we proposed a solution based on discreetly positioned robotic cameras, ceiling-level lighting and wireless microphones, all supervised from a video-linked control room. The entire system would output to the store's existing audio network which in turn would be expanded to accommodate video feeds to wall-mounted display screens in various parts of the store.

"The solution we designed and integrated includes overhead 4K-UHD HDR cameras with low-noise motorised remote pan/tilt/zoom/focus control. These have proved very effective

*continued overleaf*

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and operationally efficient in many recent ATG Danmon systems integration projects, notably in newsrooms and theatre venues.

“One of the cameras in the Food and Drink Studio is located immediately above the main demonstration area to capture close-ups of food preparation. Additional robotic cameras are suspended from adjustable mounting tracks so that they can contribute content from any part of the studio. Each of the cameras is connected via a compact rack section in the apparatus room and control room along Ethernet cable which carries NDI IP video, PTZF data and power. The kitchen area includes an oven with a built-in camera which contributes live video closeups of food being cooked. Video emerges as a wireless stream to a receiver which in turn outputs HDMI to the video production mixer.”

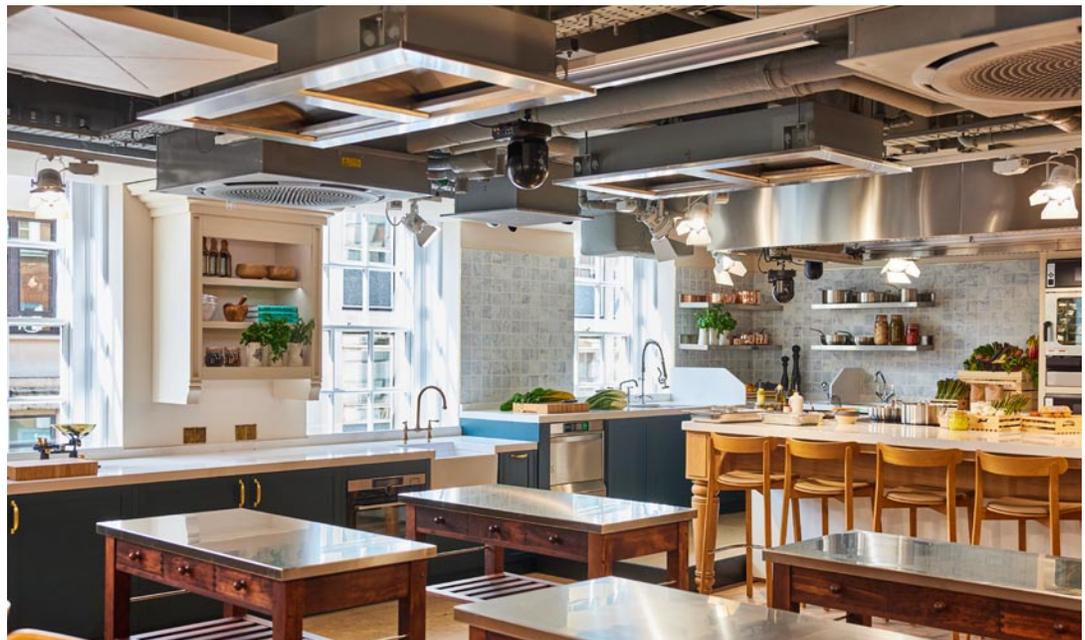
“The lighting installation proved an interesting challenge in itself given the overhead space restriction and the need to combine production versatility with an unobtrusive environment,” adds Howard Dixon, ATG Danmon UK project manager. “We recommended and integrated a solution

comprising 10 track-mounted LED heads to cover the audience space plus six colour-adjustable LED Fresnel barn-door luminaires to illuminate the kitchen area. The results have proved very eye-friendly both from a video production viewpoint and as experienced by Fortnum & Mason’s customers visiting the suite.

“For the audio feeds, we recommended and integrated a subsystem comprising handheld and clip-on microphones. These are connected wirelessly to the apparatus room where they are converted to audio-over-IP before being forwarded to the control room. Talkback is via in-ear monitors.

“Our recommendations for the control room included the video mixer, a desktop switching panel, a 32-input digital audio console with 40-bit floating point processing and multiscreen monitors. Video and audio data are stored within the video mixer. Additional storage can be added if or when necessary to accommodate live web streaming or on-demand viewing.

Following completion, ATG Danmon provided onsite training to the video production team. The Food and Drink Studio will start with a programme of bookable events hosted by a series of domestic and international, gastronomic talent. It looks set to become a key element of the store’s promotional activity, both in-store and potentially globally.



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