

Visitor information center “VISITAIR Center” at Vienna International Airport

The visitor’s center “VISITAIR Center” at Vienna International Airport has many tasks to fulfill:

- Start a dialog with the inhabitants of the surrounding communities
- Display current information about the airport
- Explain the complex and unclear “organism” known as the airport
- Present the airport as a motor force of the economy

A further important challenge was to create a place, in which children, senior citizens and critics but also visitors passing through, all coming unprepared and not knowing what to expect, are catered for.

uma has a long experience in offering solutions in this area, and was therefore entrusted with the entire conception, design and implementation of this visitor center. So as to equally meet the needs of the various target groups, various forms of information mediation were chosen.

The surrounding panorama, displaying a sky scenery, divides the exhibition in separate information areas (research, neighborhood, aircraft noise, VICO™ interactive table), and is also an information carrier itself. Hence, the visitor can start learning simply by strolling through the information center. Information is always adjusted to the surrounding area, and thus offers an extra information level.

The central element of the VISITAIR Center is the VICO™ interactive table with a projection area of 2.4 x 0.9m.

The users can explore the complex airport “organism” in a simple, intuitive and entertaining way. Its particularity lies in the simultaneous interaction of large visitor groups with the table. To reach visitors who do not want to interact actively, or are forced to stand in the “back row”, screens hang above the table, which show a short film about the currently selected chapter. Thanks to this flexibility, as well as to the robust design and child and handicapped-accessible height, the table appeals to all age groups.



At a glance

The information center “VISITAIR Center” at Vienna International Airport

- Various media is used to convey information.
- The surrounding panoramic canvas for the user’s orientation acts as an extra information level.
- The VICO™ interactive table as a further development of a traditional airport model enables simple and intuitive interaction for all age groups. Hence, the complex airport “organism” can be explored in an entertaining manner.
- At the “Aircraft noise” station, this touchy problematic is dealt with via information about the question “What is noise?” and audio samples. Thus, the visitor can build his own opinion about this topic.
- The dialog between the surrounding communities and the airport is the topic of the “Neighborhood” station.
- Four research stations offer interested visitors the possibility to go into more depth with respect to various airport-related topics.

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An airport is an important force of economic development of a region, but calls for an open dialog with the population, due to its influence on the environment. These considerations lie behind the stations “Aircraft Noise” and “Neighborhood” in the VISITAIR Center.

At the “Aircraft Noise” station, the user can learn more about the topic of noise, and can compare aircraft noise with other well-known noise sources such as everyday noise and traffic noise. The use of audio

samples in the implementation enables an objective examination of this touchy topic.

The “Neighborhood” station focuses on the mediation process, which describes the active dialog between the Vienna airport and its surrounding communities. The result of the mediation process, the mediation contract, and its meaning for the inhabitants of the surrounding communities is presented and the personal opinion of the various stakeholders is conveyed via interviews.

The information density of such a visitor center must provide a well-balanced picture. The research station was designed so as to sufficiently inform those users who are very interested in a particular topic.

In short: The VISITAIR Center appeals to groups of visitors of any age category, providing them with interesting insights into the Vienna airport, thanks to the intentional use of various information mediation possibilities.

