



RAISING THE BAR IN BROADCAST NEWS

To say that broadcast news is an exceedingly competitive business only tells one piece of the story. Stations must reach higher, getting the story and delivering it in a way that captures and captivates the attention of a very demanding and savvy audience.

AND WE'RE LIVE IN 5, 4, 3, 2, 1!

In the Houston marketplace, KPRC Channel Two news raises the bar. With the goal of creating a new broadcast home that would be a modern, tech-savvy studio set and newsroom for one of Houston's leading news stations, award-winning creative set designer Michael Wright approached 2020 Exhibits to help execute upon his vision by fabricating and building this extraordinary newsroom.

From initial discovery, walk through, and review, the 2020 Exhibits team took the time to learn about the station's objectives and focus, as well as Wright's design intention. As a seasoned news set designer, Wright focused on the main design elements that would not only provide maximum functionality but equally important, consider the intersection of sight lines across every inch and every angle to capture this rock-star news team.





LET THERE BE LIGHT

In the world of studio and broadcast environments, lighting and camera angles play a crucial role in the overall experience. From reflections bouncing off the surface of materials used in the news desk to the cameras dancing around each other throughout the newscast, the complex must always appear simple. Backgrounds matter and must be flexible and fluid in every shot, from every angle.

Although the new structure would be 1/3 less the size of the original studio, it is visually and technically far more superior. This 9,000-square-foot newsroom design provides a space to support the news crew and team, working in collaboration, seamlessly moving the viewer's attention across the set from one segment to the next without missing a beat.



9,000-square-foot
newsroom design



As seasoned fabricators and builders, 2020 Exhibits specs material selections with a carefully trained eye and design sensibility.

From the Main Anchor Desk and Mobile Anchor Desk to the Weather Center, Header Ring around the Anchor Station and the ultra-flexible News Cube, high-end technologies are intrinsic to the design. The Curved Main Anchor Desk includes a flex-screen curved video panel backed by a curved Plexi-panel with decorative metal finish accents.

The Mobile Anchor Desk and Risers give a distinct look to the design, with a vertically curved base and mobile anchor desk housing flex-screen curved video panel.



In Houston, the weather can often be the lead story. It comes as no surprise then that the KPRC Channel 2 News Weather Center and Header Ring Round Anchor Station set the stage, showcasing the station's unique content and talent without being overpowering. A robust and distinctive presence in the news studio, the Weather Center Ring features decorative Plexi infills at the front and a bright, backlit KPRC logo. No matter the forecast, this state-of-the-art Weather Center casts a bright light and shoots beautifully, from all angles.

The broadcast center also features a stunning Articulating Video Wall that marries 5 x 5 vertically mounted video monitors. Heavy duty yet sleek, this custom-designed element combines the very best of engineering, creativity, and design.

Light, bright, and open, the KPRC Channel 2 broadcast news studio design delivers a dynamic and functional environment that serves as the ideal backdrop for storytelling, breaking news, traffic, and weather in every way.