

# The Forum

Own the moment of arrival at ECU City.

Anchored by a striking four-storey immersive digital screen, The Forum puts your story in front of everyone who enters ECU City, at a scale that commands attention. Use it for launches, premieres, takeovers and welcome moments, with integrated audio and a flexible foyer that adapts to your format. As the public heart of a busy cultural precinct, it turns passing audiences into an engaged crowd and gives your activation genuine reach.





## Ways to use the space



Curated, narrative-led content for the immersive screen



Engaging activations and welcome moments



Short-form, visually compelling storytelling



Interactive experiences for diverse public audiences

## Features

- 1 265 m<sup>2</sup> flexible space
- 2 Four-storey immersive digital screen
- 3 Integrated audio system (including bluetooth and microphone capability)
- 4 High-visibility location
- 5 Flexible open foyer and bleacher-style seating

