



Seegerstrom  
Center for the Arts®

# A New Score for the Arts

Arts Center Hits all the Right Notes in  
Modernizing the Theater Experience



CASE STUDY



Watch the video on our website to learn more

Seegerstrom Center  
Presents

Broadway icons join forces  
for an electrifying concert



Eric McCormack  
Laura Bell Bundy

October 17-19

## About Segerstrom Center for the Arts®

Industry: **Live Performance Venue**

Location: **Costa Mesa, California**

Segerstrom Center for the Arts® is an innovative, nonprofit arts organization committed to supporting artistic excellence and creating impactful educational programs. They're dedicated to engaging a culturally connected, inclusive and vital Orange County community through the power of live performance.

As the leading cultural arts hub, Segerstrom Center presents a variety of programming with performances by international dance companies, Broadway national tours, jazz and cabaret musicians, chamber orchestras and ensembles, comedy, and speaker series. Through the Education and Community Engagement departments, the Center also delivers family-friendly programming and performances on the Julianne and George Argyros Plaza; these events include outdoor movie screenings, concerts, dance classes, diverse festivals and more.

With six venues on a beautiful multi-disciplinary campus, Segerstrom Center for the Arts® proudly serves as the artistic home to three of the region's major performing arts organizations: Pacific Symphony, Philharmonic Society of Orange County and Pacific Chorale as well as two independently acclaimed organizations: Tony Award®-winning South Coast Repertory and Orange County Museum of Art. Segerstrom Center is also home to the American Ballet Theatre William J. Gillespie School and Studio D, Arts School for All Abilities.

**2,994**

Segerstrom Hall  
Seating Capacity

**100+**

Performances  
Per Year

**10M+**

Theatergoers  
Engaged



# Setting the stage for a new generation.

## Objective

Originally built in the 1980s, Segerstrom Center for the Arts® wanted to revitalize its iconic venue, integrating cutting-edge technology while honoring its rich legacy. As the largest event space in Orange County and a celebrated destination for Broadway hits and Hollywood elites, the Center needed to replace outdated static signage with vibrant, dynamic digital displays that captured both artistry and innovation. The goals were to modernize the guest experience, attract younger, tech-savvy audiences, and elevate the venue without losing its classic charm. The center's transformation would serve as a true Broadway-worthy production, where tradition and technology perform in perfect harmony.



*“Segerstrom Center for the Arts® opened in 1986, and it was absolutely state of the art at the time. While it’s still extremely beautiful and well maintained, we couldn’t help but notice that more and more of the areas are becoming dated as the years go by. We wanted to change that in a big way that not only celebrates the arts but also our most generous supporters.”*

— **Casey Reitz**, President & CEO,  
Segerstrom Center for the Arts®



# Blending traditional elegance with modern innovation.

## Solution

Diversified, in collaboration with Weidner and key technology partners, composed a masterful solution for Segerstrom Center—blending cutting-edge digital displays with the theater’s original design. With vivid imagery and vibrant colors, these digital canvases set the stage for an exciting theater experience before guests even reach their seats.

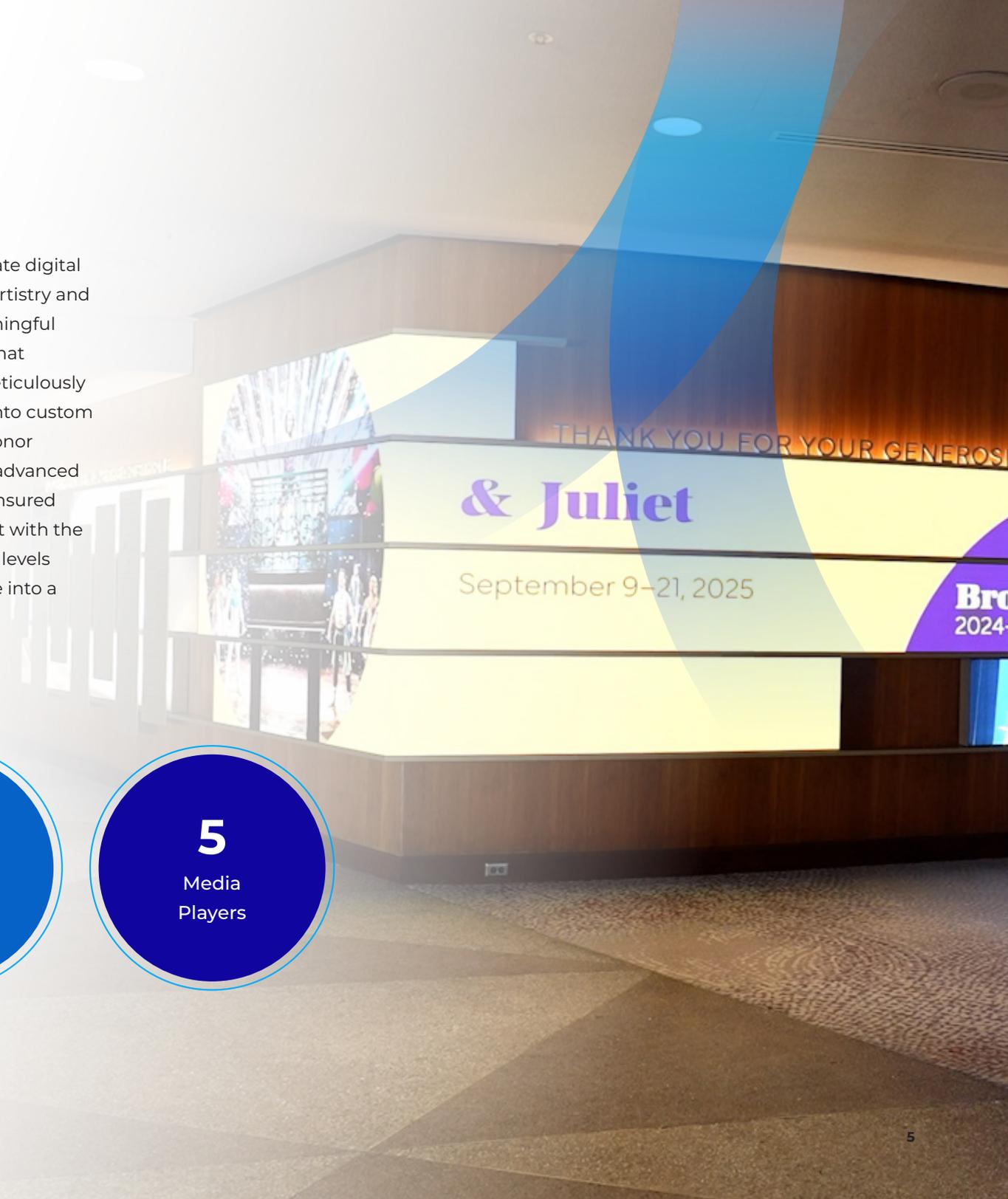


*“We loved the idea of incorporating video throughout the facility and the flexibility it enables to highlight the history of the center and some of our most important moments.”*

— **Casey Reitz**, President & CEO,  
Segerstrom Center for the Arts®

## DONOR RECOGNITION TAKES THE STAGE

WeidnerCA chose to partner with Diversified to create digital donor recognition displays that seamlessly merge artistry and technology, delivering a visually stunning and meaningful tribute. Drawing inspiration from the sheet music that brings performances to life, WeidnerCA's design meticulously integrated curved and flat direct-view LED panels into custom bronze-fabricated signage, redefining traditional donor plaques as dynamic digital masterpieces. Through advanced mockups and prefabrication rehearsals, the team ensured flawless execution, achieving impeccable alignment with the original design. Strategically placed across multiple levels of the theater, these displays transformed the space into a luminous gallery of gratitude.



## THE PERFECT PERFORMANCE BEHIND THE DIGITAL CURTAIN

Behind the scenes, WeidnerCA and Diversified set the stage for efficient content management. Using precise pixel mapping and customized resolution guidance, the content development team can create dazzling visuals with ease. To keep the creative curtain rising, the new CMS gives Segerstrom Center's team the tools to update and manage content as effortlessly as a well-rehearsed monologue, ensuring that the displays remain as dynamic as the performances on stage.

## A STANDING OVATION FOR TRADITION AND INNOVATION

Much like a classic musical revival, this project infused new life into the theater while honoring its original design. The iconic wood paneling remained untouched, providing a classic backdrop for the modern LED installations. The foyer and staircase areas were transformed into immersive showcases, blending the elegance of the past with the innovation of the present. Overall, the transformation is a scene-stealing act of preservation and modernization, where tradition and technology dance seamlessly together.



*“Collaborating with Diversified to bring Segerstrom Center’s vision to life was a unique opportunity to merge the traditional beauty of the theater with the boundless potential of modern digital displays. The end result is something that enhances both the history and the future of Segerstrom Center in an entirely new way.”*

— **Will Rodriguez,**

Vice President of Creative, WeidnerCA

*“We have audiences who have been coming here for decades. When they’re suddenly hit with that vivid color and imagery of dancers and performances throughout the facility, there’s an unmistakable delight on their faces. It’s really that wow factor that we were going for.”*

— **Casey Reitz**, President & CEO,  
Segerstrom Center for the Arts®

## Impact

With this transformation, Segerstrom Center has taken a bold encore, stepping confidently into the spotlight of innovation. What was once a dated facility now dazzles as a modern masterpiece, blending cutting-edge digital displays with the elegance of its original design. Visitors are greeted with a sleek, reimagined aesthetic that celebrates the center’s donors in a visually stunning and dynamic fashion, replacing static signage with vibrant displays that resonate with younger, tech-savvy audiences and foster deeper engagement with the arts.

Behind the curtain, operational efficiency has taken center stage. Staff can now update content with the precision of a well-rehearsed production, ensuring the displays remain as fresh and compelling as the performances hosted within the venue.

The collaboration between Segerstrom, WeidnerCA, Diversified, and its partners is a show-stopping example of how technology and tradition can harmonize, creating unforgettable experiences that honor the past while embracing the future.

### SOLUTIONS

- Audio Visual
- Content Management
- Digital Signage

### SERVICES

- Integration
- Assurance Support Services

# Contributions from Key Partners

**Weidner**CA

To honor Segerstrom Center for the Arts®, donors and sponsors, WeidnerCA reimagined traditional donor recognition with a modern twist. Tasked with bringing a long-term creative vision to life, WeidnerCA led a seamless and comprehensive design-build journey, assembling a dream team of trusted partners. Through real-time 3D rendering, they collaborated with Segerstrom Center team to visualize concepts and tackle challenges head-on. Together with Diversified, Nanolumens, and Launchvox, they transformed the center's lobbies into immersive, dynamic spaces. The result is more than a donor wall—it's a tribute to generosity and artistry, where cutting-edge design meets heartfelt recognition.

 **Nanolumens**

Nanolumens brought the project's ambitious vision to life for Segerstrom Center for the Arts®, creating a stunning donor wall that celebrates patrons and showcases brand partnerships. The design required seamlessly integrating LED technology with the center's unique curved walls and intricate architecture, achieved through multiple site surveys and meticulous 3D renderings. The new breathtaking donor wall includes ten Nanolumens curved and flat direct-view LED displays of varying shapes and sizes, artfully interwoven with static graphics and framed by custom millwork. This dynamic installation not only modernizes Segerstrom's lobbies but also pays homage to its original architecture, proving that innovation and elegance can shine in perfect harmony.

**2,700+**

Associates

**\$1B**

Annual  
Revenue

**40+**

Locations  
Worldwide

**70%**

Fortune 1000  
Clients

# About Diversified

Diversified is a global leader in audio visual and media innovation, recognized for designing and building the world's most experiential environments. Our award-winning team specializes in delivering solutions for the most complex, large-scale and immersive installations. Serving a global clientele that includes major media organizations and retailers, sports and live performance venues, corporate enterprises, and government agencies, Diversified partners with clients to create spaces that bring people together and keep them coming back.



[info@onediversified.com](mailto:info@onediversified.com) | [onediversified.com](https://onediversified.com)

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