

CASE STUDY

ESTABLISHMENT of AUDIO, VISUAL AND
PERFORMING ARTS STUDIO.

Presented by: MEDIA K SOLUTIONS

PUCAR - PUNJAB UNION COUNCIL OF ARTS



PUNJAB UNION COUNCIL OF ARTS

The Punjab Council of the Arts (PUCAR)—also known as the Punjab Arts Council is an autonomous, provincial institute operating under the Information & Culture Department, Government of the Punjab.

Established under the Punjab Council of Arts Act of 1975, PUCAR serves as the apex body responsible for nurturing, promoting, and preserving Punjab's cultural heritage, fine arts, literature and performing arts.

1. PROJECT BACKGROUND & CHALLENGES

While PUCAR's regional halls and auditoriums served as hubs for live physical events, the council lacked dedicated, high-spec studio facilities to produce and archive high-quality broadcast content.

This project involved ESTABLISHMENT of AUDIO, VISUAL AND PERFORMING ARTS STUDIOS across six divisions of Punjab – Multan, Gujranwala, DG Khan, Faisalabad, Sargodha and Bahawalpur.



CORE CHALLENGES:

Acoustic & Environmental Noise:

Existing council spaces were susceptible to ambient noise and reverberation, rendering them unfit for professional audio/video recording.



CORE CHALLENGES:

- **Lack of Modern Production Gear:** Legacy setups lacked proper multi-channel audio mixing, studio-grade lighting grids, and broadcast-quality cameras.
- **Content Distribution Gaps:** Without dedicated digital production capability, regional cultural performances could not be effectively archived or broadcast to wider online audiences.



Arts Council - Gujranwala Division

2. SOLUTION & TECHNICAL SCOPE

The studio project was executed as a turnkey AV and media integration effort, divided into following critical engineering domains:

- Acoustics and Interiors
- Lighting and Optics
- Audio Suite and Podcasting
- Video and NLE Production
- Instrument and Furnishings



Podcasting Suite

Acoustic Treatment & Studio:

- **High-Quality Acoustic Isolation:** Supply and fabrication of high-density acoustic wall treatment tailored for music and vocal tracking to eliminate internal echo control.
- **Broadcast Cyclorama:** Customized studio cyclorama backdrop for seamless chroma/studio video production.



Arts Council - Sargodha Division

Professional Studio Lighting

- **Dual Lighting Bundles:** Deployed bi-color LED panel light setups equipped with heavy-duty light stands, dual rechargeable batteries and chargers.
- Dedicated lighting configurations tailored for both the Music Studio and the Arts Studio spaces



Audio Capture & Podcasting:

- **Podcasting Suite:** Saramonic SR-BV dynamic cardioid broadcast microphones paired with Saramonic SR-HC5 heavy-duty boom arm stands and custom XLR cabling.
- **Multi-Channel Field & Studio Recording:** Zoom H6 multi-track portable podcast recorder with high-speed SD storage.
- **Wireless Microphone Fleet:** Dual-channel 2.4GHz wireless microphone systems, camera-mount omni-lavaliers, and wireless cardioid handheld mics for both indoor and outdoor production.
- **Studio Monitoring:** Studio reference monitor speakers and 29 dB noise-reduction production headsets.

Audio Capture & Podcasting:



Saramonic SR-BV3



Yamaha HS5



ZOOM H6 Essential



Saramonic AIR 2

Saramonic SR-BV3



ZOOM H6 Essesntials

Video Capture, NLE & Telecasting:

- **Video Production Rig:** Professional video camera setup with a heavy-duty fluid head tripod, rolling tripod dolly, high-speed memory cards and microphones.



Arts Council - Multan Division

Video Capture, NLE & Telecasting:

- **Non-Linear Editing (NLE) System:** Intel Core i7 13th Gen processing unit paired with a 32-inch 4K color-accurate display, real-time video production/streaming software, and 8MP AI web cameras.



Arts Council - Gujranwala Division



Arts Council - Multan Division



Arts Council - DG Khan Division



Arts Council - Bahawalpur Division



Arts Council - Faisalabad Division



Arts Council - Sargodha Division



Arts Council - Gujranwala Division

Musical Instruments & Tools:

- **Live Instrumentation:** Acoustic guitar and a full 5-piece drum set for musical recordings and backing tracks.



Arts Council - Gujranwala Division

KEY OPERATIONAL OUTCOMES

- **End-to-End Content Pipeline:** Each Division now possesses full in-house capacity to record, edit, grade, and stream cultural programs without third-party studio rentals.
- **Multi-Format Versatility:** The studio accommodates acoustic music tracking, multi-guest talk shows, digital art drafting, and live field reporting.
- **High Broadcast Standards:** Clean acoustic isolation combined with 4K video editing capability ensures content meets television and high-definition digital streaming specs.