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SHOWCASE

Electric Holiday - NY, USA



Created to take the traditional New York City holiday window display to a new level and give it a modern media reinterpretation, Electric Holiday is the 2012 holiday campaign by luxury special retailer Barneys New York, and The Walt Disney Company, the world's leading entertainment company. Designed by Emanuel Treeson, Brian Gale, and Abigail Rosen Holmes of NYXdesign, the complex LED media system featuring Traxon's Mesh RGB and String RGB, is controlled by e:cue Video Micro Converters with media fed directly from the overall video system, via the e:pix protocol. The 3D light display is set to original music by Oscar®-winning composer Michael Giacchino, and is scheduled to fully animate every 15 minutes, dazzling guests and passersby. Selected for their ability to properly evoke the design aesthetic and lend a dimensional multi layered video to the installation, Traxon's Mesh RGB and String RGB are ultra bright and extremely flexible. Capable of emitting 16.7 million colors, the sophisticated, scalable, semi-transparent products can convert any surface into a large media palette allowing the designers to create a physical, video-driven sculptural installation. The overlaid layers of media have different pixel densities which allow low-resolution video to ripple across its semi-transparent surface, layering together with the other video sources and adding another additional dimension to the animation. Traxon is honored to participate in this iconic and remarkable installation, which is on display from November 14 - January 3, 2013, at Barneys flagship location on Madison Avenue in New York City.

FEATURED PRODUCT



Mesh RGB



String RGB

METHOD OF CONTROL



Video Micro Converter (VMC)

PROJECT DETAILS

Category: Retail
Location: New York, NY, USA
Client: The Walt Disney Company
Lighting & Media Designer: NYXdesign
Completion Date: November 2012
Region: Traxon USA

Traxon Technologies USA

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