



Photography © 2013 Jeffrey Kilmer

SHOWCASE

650 Fifth Avenue - New York, NY, USA



Located on Fifth Avenue in midtown Manhattan, the entrance of 650 Fifth Avenue dazzles passerby and visitors with dynamic lighting. The highly visible luminous ceiling has a slow-moving, color-changing effect, which is automated to play 24 hours a day, 7 days a week. Traxon worked closely with Tillotson Design Associates to develop a waterproof, outdoor-rated, energy-code compliant lighting solution, which was found in the Traxon Dot XL-9, an ultra-bright, fully-customizable solution for creative and demanding media projects. Easily adaptable to a variety of irregular surfaces, Traxon Dot XL-9 was installed in the ceiling and façade behind a fire-resistant 3Form diffusing material. The pitch of Traxon Dot XL-9 was thoroughly studied prior to installation to ensure that none of the nodes would be obstructed by the mullions holding the 3Form diffusing material in place. The ceiling and façade are controlled by the Lighting Control Engine, Butler S2, Butler XT2 and a Glass Touch T12, and feature two shows – one for daytime and one for nighttime. The result is an art installation that draws the attention of all who come to 650 Fifth Avenue.

FEATURED PRODUCT



DOT XL-9

METHOD OF CONTROL



Lighting Control Engine (LCE)



Butler



Glass Touch T12



Butler XT2

PROJECT DETAILS

Category: Architectural
Location: New York, NY, USA
Client: Transition Management Corporation
Architect: Swanke Hayden Connell Architects
Lighting Designer: Tillotson Design Associates
Technical Director: Mark Kubicki
Programmer: Concept by Design 360
General Contractor: Henegan
VAP/System Integrator:
Synapse Audio Visual Designs, LLC
Completion Date: February 2013

Traxon Technologies USA

For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Contact: USA Marketing E: marketing@traxon-usa.com

Traxon Technologies maintains a global presence in 68 countries throughout Asia Pacific, Europe, The Americas, Middle East, and Africa.