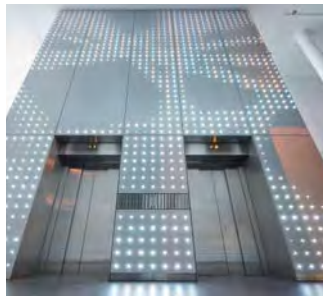




Photography by Kristof Lemp

SHOWCASE

Axel Springer Publishing House – Hamburg, Germany



The entrance hall at the headquarters of Axel Springer Publishing House in Hamburg is illuminated with dynamic lighting effects in various colors. Each of the 2,600 integrated LED-dots can be individually controlled to enable an infinite number of colour sequences and shapes, turning the static, 80-square-meters-high façade into a dynamic statement. The pixel pitches are harmonically aligned to the edges of the original structure of the bare brickwork. The new type of media façade is brought to life by the collaboration of Suisse Technology Partners and Traxon Technologies, combining sleek ALUCOBOND panels and Traxon Mini-Dot String RGB. Equipped with IP67 protection rating and high quality PVDF-coating, ALUCOBOND media® is suitable for both indoor and outdoor façade applications of any size, from stairwells to stadiums. Each Facade Cassette and each LED-String is individually detachable from the frontside for maintenance. As a new form of architectural design, the total media façade solution - ALUCOBOND media® brings façades to center stage delivering stunning and compelling performance.

FEATURED PRODUCTS



ALUCOBOND media®

METHOD OF CONTROL



Video Micro Converter (VMC)



Lighting Control Engine (LCE)

PRODUCT DETAILS

Category: Architectural
Location: Hamburg, Germany
Client: Axel Springer Verlag
Cooperation: Traxon Technologies, Suisse Technology Partners
Technical Director: Firma 3A Composites
Installer: Westiform
Completion Date: mid of 2010

Traxon Technologies Europe GmbH

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