



Photo © BIAD Zheng Jian Wei Lighting Studio

# SHOWCASE

## Hanjie Wanda Plaza – Wuhan, China



Dazzling the most populous city in Central China, world renowned architecture practice UNStudio combines both contemporary and classical architectural elements in the design of Hanjie Wanda Plaza, a luxurious shopping mall with recognizable designer labels and expensive goods. The Plaza features a unique façade that is furnished with over 40,000 hand-crafted globes made of stainless steel and white alabaster, positioned in relation to each other. Enabled by the powerful e:cue control system, the iconic façade is transformed into glittering media façade, giving the impression that the globes are cascading like water or folding like a silk scarf in the wind. Accomplishing one of the major media façade attractions in China, the project is the epitome of highly flexible media façade system. Specially designed to easily output video content on LED media installations, 65 pieces of e:cue Video Micro Converter are selected to control and project nearly 80,000 pixels of media content over the massive façade measuring more than 29,000m<sup>2</sup>. In addition, the Patchelor tool in e:cue Lighting Application Suite allows the content designer to use a background picture for easy pixel mapping. The versatile software simplifies patching large matrix and fixture setup. The intelligent e:cue control system is able to integrate with 3rd party video server, making real-time video processing possible and enabling dual-layer video alignment and calibration of color reproduction. Traxon Technologies again demonstrated the superiority of its e:cue control system in glamourising the Hanjie Wanda Plaza project to bring a sparkle to the fast growing city of Wuhan.

#### FEATURED PRODUCTS

#### METHOD OF CONTROL

#### PROJECT DETAILS



Video Micro Converter (VMC)

**Category:** Retail / Architectural  
**Location:** Wuhan, China  
**Architect:** UNStudio  
**Lighting Designer:**  
BIAD Zheng Jian Wei Lighting Studio  
**Lighting Consultant:** agLicht with LightLife  
**VAP/System Integrator/Installer:** Shenzhen BUME  
**Completion Date:** September 2013

### Traxon Technologies Ltd.

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