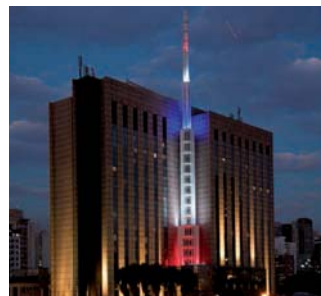




Photography © Alex Salim

SHOWCASE

Hotel Pullman - Ibirapuera - São Paulo, Brazil



When Accor, the world's leading hotel operator, transitioned branding to Pullman at its Ibirapuera Park location, a façade upgrade was in order. Located in a high-end neighborhood in São Paulo, the vision for the up-scale Hotel Pullman was to highlight the façade, particularly the iconic white-iron tower that represents the brand. Traxon Wall Washer Shield AC XB fixtures, in both RGB and Warm White color temperature, were selected by lighting design firm Studio IX to illuminate the façade in warm white, and the tower in various color options. Controlled by an e:cue Butler XT, the lighting display is turned on every day at sunset, and switched off at 2 a.m., with 12 pre-programmed sequences for special occasions, which are easily selected via an e:cue Glass Touch T12. Traxon & e:cue lighting and control systems were selected by Studio IX for their flexibility, and the solution was implemented flawlessly, resulting in a new and improved iconic façade for Hotel Pullman – Ibirapuera.

FEATURED PRODUCT



Wall Washer Shield
AC XB

METHOD OF CONTROL



Butler XT



Glass Touch T12

PROJECT DETAILS

Category: Architectural, Hospitality, Hotels
Location: São Paulo, Brazil
Client: Setin
Lighting Designer: Studio IX
Installer/Lighting Programmer: New Energy
General Contractor: Accor
Completion Date: April 2013

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