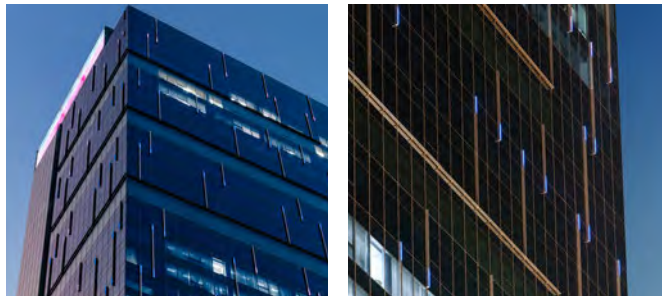




# SHOWCASE

## AIA Capital Center – Bangkok, Thailand



Adaptable, smart, and efficient are the key elements in the design of the Gold LEED® (Leadership in Energy and Environmental Design) Certified Green Building - AIA Capital Center. The 34-story office tower, adjoining a 3-story retail plaza and a 9-story car park, features an avant-garde design with cutting-edge technologies. Inspired by the intensity and movement of Bangkok's financial district, the design concept of AIA Capital Center uses form and lighting to achieve a visually dynamic tower. Over 400 pieces of Traxon Media Tube® are used to create a large-scale media screen on the building façade with an interlocking cube design. The slim profile, customizable pixel count and colors of Media Tube® provide a crisp, precise media installation. Via 21 e:cue Butler S2 and Lighting Control Engine, the media façade lighting solution enables unique and impressive animated lighting shows that transforms the building into a work of arts at nighttime. Artistic lighting shows can be preprogrammed and controlled easily with the e:cue Lighting Application Suite (LAS) 7.0. In the heart of Bangkok's financial district, AIA Capital Center stands as an iconic landmark with the latest technological innovations. The tower has received the Thailand Property Awards 2014 of the Best Commercial Development.

### FEATURED PRODUCTS



Media Tube®

### METHOD OF CONTROL



Butler S2



Lighting Control Engine (LCE)



Lighting Application Suite 7.0

### PROJECT DETAILS

**Category:** Architectural  
**Location:** Bangkok, Thailand  
**Client:** AIA  
**Architect:** The Beaumont Partnership  
**Lighting Designer:** Meinhardt  
**General Contractor/Installer:** Jardine Engineering  
**Lighting Programmer:** Lighting and Equipment Public Company Limited  
**Completion Date:** January 2015