



Photos by Ramon Sanchez

SHOWCASE

CIMACO – Mazatlán, Sinaloa, México



Founded in 1930, high-end department store CIMACO opened its doors in Mazatlán in November 2013. The focal point of the new CIMACO store is an expansive illuminated glass façade that wraps around two sides of the building. Lighting designer Luisa Medel selected the sleek and slender Traxon Nano Liner XB RGB for its ability to discreetly illuminate the glass façade with rich, even color. Nano Liner XB is ideal for enhancing interior environments with a broad range of colors including RGB, warm white, and cold white tones, where space is limited and high output is necessary. Controlled by e:cue Butler XT2, the main scene of the installation consists of an array of blue hues representing CIMACO's brand, in addition to preprogrammed scenes for different times of the year and Mexican holidays. Butler XT2 offers the option for an energy-saving astronomical clock that switches the installation on and off at certain times of day, as well as simple control from inside the store via the mobile Action Pad application. The result of the installation at CIMACO is a dynamic, versatile façade that creates brand identity and an eye-catching attraction for passerby.

FEATURED PRODUCT



Nano Liner XB

METHOD OF CONTROL



Butler XT2

PROJECT DETAILS

Category: Retail
Location: Mazatlán, Sinaloa, México
Client: Luxiona México
Lighting Designer: Luisa Medel
Technical Director/Installer: Luisa Medel
Lighting Programmer: OSRAM México
Completion Date: November 2013