



# SHOWCASE

Hong Kong Fashion Week - Hong Kong, China



With nearly 1500 exhibitors from 20 different countries and regions, Hong Kong Fashion Week is the largest fair of its kind in Asia and the second largest in the world. Hong Kong Fashion week has been a style leader for 39 years and is a key event in the international fashion industry. Traxon was chosen to build a stylish lighting solution to catch peoples' attention and create the right atmosphere to live up to the high expectations of the Hong Kong Fashion Week crowd. The result is an impressive wall comprising 108 of Traxon's slick "Mirror 64pxl panels" using the fascinating fusion effect which blends the images in seamless transitions between the pixels. Divided into two screens, showing big pink bubbles slowly rising up, it creates a unique atmosphere for the event. Hosting almost 24000 guests from all around the world it was the ideal stage for Traxon to demonstrate the diverse applications our innovative technology can be used for.

#### FEATURED PRODUCT



Mirror 64pxl panels

#### METHOD OF CONTROL



Butler

#### PROJECT DETAILS

Category: Entertainment  
 Client: Hong Kong Fashion Week  
 Location: Hong Kong, China  
 Designer / Architect: Switch On HK  
 Installer: Switch On HK  
 Date: January 2008  
 Traxon contact: Traxon Hong Kong

#### Traxon Technologies Ltd.

An OSRAM Company

For more information, please visit [WWW.TRAXONTECHNOLOGIES.COM](http://WWW.TRAXONTECHNOLOGIES.COM)

Or contact us: Tracy Lam International Marketing & Communications E: [marketing@traxontechnologies.com](mailto:marketing@traxontechnologies.com)