



SHOWCASE

Worldwide Plaza - New York, USA



The Worldwide Plaza, located in New York's heart, the bustling Manhattan district, is one of the tallest buildings in the city. Built on the site of the old Madison Square Garden in mid-town, the 45-story office tower counts an impressive height of 237 meters, viewable from all surrounding boroughs and contributing to the city's nocturnal outline. Due to growing environmental awareness and the inefficiency of the currently utilized lighting devices, LEDs were selected to phase out the fluorescent light bulbs which previously illuminated the building's façade. With ten-times higher lifetime and 50 percent less energy consumption, durability in color and constitution, as well as environmentally friendliness due to the absence of any mercury, LEDs represent the new lighting solution for the 21st century. The installation of 78 Wall Washer XB-36 Dynamic White equipped with K2 Luxeon® LEDs along the outer façade up-lighten the building over 10 stories with shades of bright white light. The client selected Traxon luminaires owing to its Dynamic White ability to hone in on a precise color temperature (between 3400K and 6700K) while maintaining insurmountable saturation for multi-storied façade washes. In collaboration with the lighting design firm, HDLC, Traxon developed a custom bracket to suit the client's specific requirements. Controlled by twelve LED Engine XB-SD 700mA, the building shines anew as one of the top landmarks of Manhattan's skyline.

FEATURED PRODUCT



Wall Washer XB-36

METHOD OF CONTROL



LED Engine XB-SD

PROJECT DETAILS

Category: Architectural
 Client: Met Electrical Distributor
 Location: New York, USA
 Designers/Architect:
 Hillmann Dibernardo Leiter Casterli (HDLC)
 Date: November 2008
 Traxon contact: Traxon USA

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