



SHOWCASE

Diesel - Hong Kong



The new Star Ferry pier in Hong Kong's Central District was vibrating under the crowd of over 1,500 selected guests, celebrating the opening of the latest DIESEL store in Hong Kong with an ultimate party. The guest list of this fabulous event was a Who's Who of Hong Kong's celebrities, socialites, opinion leaders and trend-setters. For the exclusive celebration, Traxon Technologies installed a customized screen consisting of Mirror 64PXL Wash panels, displaying graphics, variations of the Diesel logo and sound and light effects. The display on the DMX controlled screen accentuated the fresh beats and hot sounds of the DJs and sent the party crowd off to the dance floor. The Mirror 64PXL Wash installation served as spectacular stage backgrounds for diverse celebrity hip-hop acts that were especially flown in for the event. The graphic animations programmed by Switched On are fed into the control system via Traxon's plug'n play Butler control unit. The lighting installation for the party location was another project that Traxon Technologies exclusively composed for DIESEL. The Italian premium casual brand already has its head office in Milan equipped with diverse fixtures of Traxon's product portfolio.

FEATURED PRODUCT



Mirror 64PXL Wash
PA-MI-50300

METHOD OF CONTROL



Butler
LM-CS-50041

PROJECT DETAILS

Category: Entertainment
Client: DIESEL
Location: Hong Kong, China
Designer / Architect: Diesel
Installer: Focus
Date: March 2007
Traxon Contact: Traxon Hong Kong

Traxon Technologies Ltd.

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For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Or contact us: Tracy Lam International Marketing & Communications E: marketing@traxontechnologies.com