



SHOWCASE

PLAY² at Chickie's & Pete's - Philadelphia, USA



A long-time favorite for pre-game socialization, viewing of sporting events, and patented pub fare, Chickie's & Pete's has become a Philadelphia sports fan institution. As an addition to the popular venue, the growing chain recently unveiled PLAY², the world's first interactive sports bar. To create an energetic environment for this unique sports and video gaming spot, 20 Graze XB-9 RGB were installed inside the large pillars that line the main seating and gaming areas inside the restaurant. With only four Graze fixtures in each pillar, dynamic color can be seen through exposed circles made of diffusion material. In addition, eight Wall Washer XB-36 RGB were installed behind diffusion material at the main bar, providing an evenly saturated backlighting to a wall of mounted flat screen televisions. The complete installation displays static, color changing, and chase sequences, which add to the energy and excitement of this uniquely interactive sports bar.

FEATURED PRODUCT



Graze XB-9 RGB



Wall Washer XB-36 RGB

PROJECT DETAILS

Category: Entertainment
 Client: Chickie's & Pete's
 Location: Philadelphia, USA
 Designer / Architect: DAS Architect
 Installer: APEX Electrical Services LLC
 Date: December 2009
 Region Traxon USA

Traxon Technologies USA

An OSRAM Company

For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Contact: USA Marketing E: marketing@traxon-usa.com