



SHOWCASE

Hypercube Skolkovo - Moscow, Russia



Envisioned as a Russian Silicon Valley, Skolkovo Innovation Center is a high-tech commercial area close to Moscow. Hypercube is the first building to be developed here. The revolutionary design, by architect Boris Bernaskoni, reflects a commitment to develop break-through technologies. A key element of Hypercube's experiment in architecture, engineering, art and media is the futuristic media façade that symbolizes the innovative spirit. The goal was to create an interactive façade capable of communicating with the surrounding area while serving as the building's second skin. Making it sufficiently durable to withstand Russia's harsh climate was the key consideration. Equally important was ensuring that the façade offers a degree of transparency, allowing daylight in while giving those inside a clear view of the outside. IMAGIC WEAVE® – which pairs the creative and sustainable advantages of Traxon's individually-addressable LEDs with the rugged structural durability of Haver & Boecker's stainless steel mesh – was the obvious choice. The IMAGIC WEAVE® media screens are perfectly integrated into the homogenous 3,200 m² stainless steel mesh façade which covers the Hypercube's four sides. When the media screens are not in use, the LED profiles when seen from a distance become nearly invisible against the transparent mesh façade. Supported by a control system of e:cue Lighting Control Engines fx (LCEs-fx) and Video Micro Converters (VMCs), the façade acts as a dynamic communication medium which adapts to different uses over time. Spanning 234 m² on the north façade, the main screen can be used to display images and film clips of Skolokovo city or advertising videos. The lettering area – the four interconnected, elongated screens – can be used to directly greet individual visitors by rolling text message across the four cube facets. The result is an outstanding example of media architecture. The IMAGIC WEAVE® façade brings intimacy and dynamism to Hypercube. Connecting interior and exterior space, it interacts with people, captivating all who see it.

FEATURED PRODUCT



IMAGIC WEAVE®

METHOD OF CONTROL



Lighting Control Engine fx (LCE-fx)



Video Micro Converter (VMC)

PROJECT DETAILS

Category: Architectural
Location: Moscow, Russia
Client: PSP-Farman
Architect: Boris Bernaskoni
General Contractor / M&E Contractor: PSP-Farman
Installer: Futmedia
Lighting Programmer: Traxon, HAVER & BOECKER
Completion Date: August 2012

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