



Photo Courtesy of Lightbox Pte Ltd

SHOWCASE

PSA Building – Singapore

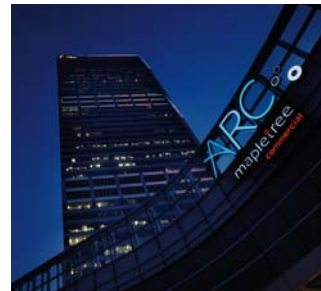
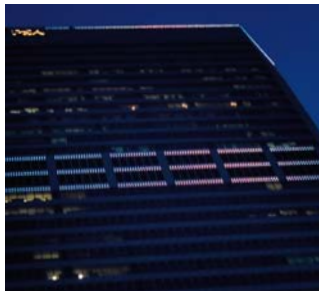


Photo Courtesy of Mapletree Commercial Trust Management Ltd

At 40 stories, PSA Building is the tallest building in the Alexandra area. The Alexandra Retail Centre (ARC) takes up the first 3 floors of PSA Building. Comprising approximately 89,000 sq ft of retail space, ARC offers a wide variety of food and beverage outlets along with a supermarket, lifestyle, services and other retail tenants. The minimalist lighting for PSA Building was designed to create a clear identity for the tower within its environment. A total of 1,037 sets of Dot XL-9 RGB with milky domes were customized to be 700mm pixel pitch. IP67-rated and designed to withstand changing weather conditions, Dot XLs were an ideal solution for the tower façade of this project. Traxon & e:cue understands the positive potential of exterior lighting for retail environments and is committed to providing unique and intriguing experiences for customers. Paired with e:cue's intelligent Lighting Control Engine (LCE) and 36 Butlers, the lighting solution mesmerizes guests and passersby with colorful and playful light patterns.

FEATURED PRODUCT



Dot XL-9 RGB

METHOD OF CONTROL



Butler



Lighting Control Engine (LCE)

PROJECT DETAILS

Category: Architecture / Retail
Location: Singapore
Client: Mapletree Commercial Trust Management Ltd
Lighting Design: The Lightbox Pte Ltd
Completion Date: January 2012

Traxon Technologies Ltd.

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