



SHOWCASE

UNIQLO Shinsaibashi Flagship Store - Osaka, Japan



Located in the central shopping area in Osaka, the UNIQLO Shinsaibashi Flagship Store displays a dramatic and large-scale presence year round, rendering it a prominent attraction for visitors in every season. The multi-story façade glows entirely, with general or holiday-inspired static images and graphic animations. To achieve this monumental installation, 312 Traxon Dot XL-9 RGB were installed behind an ETFE film, which acted as the façade's second skin as well as a diffusion material, spreading Dot XL's light smoothly across each metal-bordered square. The fixtures were paired with an e:cue Lighting Control Engine (LCE), 32 Butlers, and a Connect Base 3, which allowed programming and recall of colorful low-resolution images and animations consisting of abstract art for general viewing, and holiday-themed graphics for specific seasons and celebrations. Traxon & e:cue's intelligent fixtures and control make this landmark installation a relevant and exciting feature in Osaka, all year long.

FEATURED PRODUCT



Dot XL-9 RGB

METHOD OF CONTROL



Butler



LCE

PROJECT DETAILS

Category: Retail
Client: UNIQLO
Location: Osaka, Japan
Lighting Designer: Sirius Lighting Office
Date: September 2010
Region: Traxon Japan

Traxon Technologies Ltd.

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