



Photography © Arup

# SHOWCASE

Galleria Seoul Department Store - Seoul, South Korea



The formerly inconspicuous Galleria Fashion Mall in Seoul has received a sparkling new look. This is the first building in the world where media encases the structure, forming a second skin to the building, fluid and dynamic. What appears to be an elegant frosted glass façade with a mother of pearl effect during daylight hours transforms into a vibrant and scenic experience at night. 5,000 glass disks each with a self-contained RGB luminaire constitute an ocean of colour and movement. In close collaboration with ARUP lighting, UN studio (architecture) and Xilver (manufacturer), the project is entirely custom designed. The control system, developed by e:cue, runs 16,000 DMX channels (arguably the most advanced system of its kind in the world at that time). The rack sports many a front plate in that distinctive red: an e:cue CS-1 control server, backup server and eight e:link2048 units. The effect of the Galleria lighting design extends far beyond a fancy colour projection. People stopping in the street speechless, taking photographs, interacting with and taking videos of the façade, all of them utterly amazed. The design's subtle colour changes and abstract images perfectly fit the contemporary image of the building. The Galleria Fashion Mall is back in the heart of the city.

## Products



LCS1



APPLICATION SUITE

## Project Details

Location: Seoul, South Korea

Concept: Arup Lighting

Lighting design: Rogier von der Heide, Arup

Date: December 2010

Region: Traxon Europe

## Traxon Technologies Europe GmbH

An OSRAM Company

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