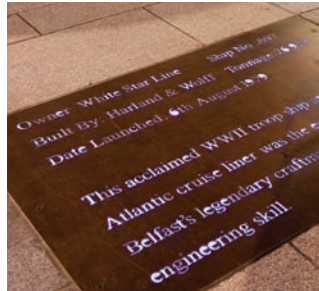




Photography © 2011 AECOM photography By David Lloyd

# SHOWCASE

## Belfast: Streets Ahead - Belfast, Northern Ireland



To revive its urban landscape, the Belfast "Streets Ahead" project augmented the city's most traversed pedestrian zone with new seating, signage, landscaping, and public art. The project's signature feature is eight soaring copper ship mast sculptures that celebrate the city's maritime heritage, each of which is named for a famous Belfast-built ship; the mast names and accompanying sidewalk plaques are brilliantly illuminated with advanced technology from Traxon & e:cue. Traxon's durable, flexible Dot XL-3 RGB system is ideal for this public art application. With its ultra-bright output and customizable pixel pitch, the weather-resistant fixtures supply vivid illumination as well as color-changing and multi-media capabilities, allowing the ship masts' illumination pattern to fluctuate with the seasons and holidays. Although the ship mast sculptures span several blocks, e:cue's Butler XT and Butler control engines seamlessly manage the 16 DMX-512 universes of integrated Dot XL-3 RGB fixtures; the entire installation is controlled wirelessly via a DMX-laptop connection. The ship mast sculptures lend an enchanting atmosphere to Belfast's most traversed pedestrian zone. Moreover, the sculptures have created a distinct sense of place; MTV's 2011 "Video Music Awards" prominently featured the illuminated ship mast sculptures as a symbol of Belfast.

### FEATURED PRODUCT

### METHOD OF CONTROL

### PROJECT DETAILS



Dot XL-3 RGB



Butler



Butler XT



Lighting Application Suite (LAS)



Excite+

Category: Architectural  
 Location: Belfast, Northern Ireland  
 Client: Department of social development Northern Ireland  
 Lighting Designer: Atkins  
 General Contractor: Farrans Construction  
 VAP / System Integrator: AVL Systems  
 Installer: AVL Systems  
 Completion Date: October 2011  
 Region: Traxon Europe

## Traxon Technologies Europe GmbH

An OSRAM Company

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