



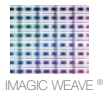
# SHOWCASE

## Grand Stade Lille Métropole - Lille, France



Unveiled in August 2012, Grand Stade Lille Métropole's dynamic façade was designed to deliver an unprecedented media experience to fans and passersby. Created by architects Valode & Pistre and Pierre Ferret and clad in an elegant, semi-transparent IMAGIC WEAVE media façade measuring 2046 square meters, the Grand Stade Lille Métropole's exterior melds HAVER & BOECKER's stainless steel mesh together with Traxon LEDs converting the building façade into a unique, transparent canvas for vivid, large-scale media. Paired with Video Micro Converters (VMCs) and the system of a Lighting Control Engine fx (LCE-fx), the creative and sustainable lighting solution offers three customized areas of varying resolution, each catering to the stadium's communication needs: an extensive background for large-scale dynamic light shows; an elongated "ticker" style screen to communicate scores and other text; a tight pitch area with higher resolution for videos and advertisements. The intelligent control system enables all three areas to be controlled separately to play differing content, or together to form a single theme show, seamlessly integrated and linked at all times. As a result, the Grand Stade Lille Métropole is fully equipped to serve high-profile sporting events and also succeeds as a piece of modern architecture that thrives beyond games with a clear understanding of its multifunctional role as an urban icon.

### FEATURED PRODUCTS



IMAGIC WEAVE<sup>®</sup>

### METHOD OF CONTROL



Video Micro Converter (VMC)



Lighting Control Engine fx (LCE-fx)

### PROJECT DETAILS

**Category:** Architectural, Entertainment  
**Location:** Lille, France  
**Client/General Contractor:** EIFFAGE GROUP  
**Architect:** Valode & Pistre / Pierre Ferret  
**Technical Director:** Amel LOURILOUX  
**M&E Contractor / System Integrator / Installer:** EIFFAGE GROUP  
**Lighting Programmer:** Traxon and HAVER & BOECKER  
**Completion Date:** August 2012

## Traxon Technologies Europe GmbH

For more information, please visit [WWW.TRAXONTECHNOLOGIES.COM](http://WWW.TRAXONTECHNOLOGIES.COM)

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Traxon Technologies maintains a global presence in 68 countries throughout Asia Pacific, Europe, The Americas, Middle East, and Africa.