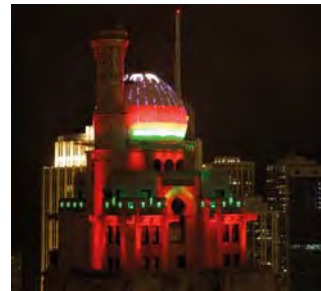








Photography © 2013 James Bernal

SHOWCASE

InterContinental Magnificent Mile - Chicago, USA



Located among prestigious restaurants, commercial buildings, luxury hotels and retailers along Chicago's famed Magnificent Mile, the InterContinental Chicago is one of the crowning architectural jewels of Michigan Avenue. To bring the InterContinental into the realm of other towering buildings in its neighborhood, a dynamic lighting solution from Traxon & e:cue was selected to illuminate the onion dome and top four floors of its historic South Tower, replacing the existing metal halide fixtures. Built in 1929, the Tower's unique geometric shape posed lighting design challenges, which were successfully remedied with a combination of flood lighting from Traxon Wall Washer and Liner Shield AC XB RGB fixtures from below, and the detail application of Traxon String RGB to the actual dome, giving depth with a two-layered approach of direct and indirect viewing. The dual lighting layers, paired with an intelligent Lighting Control Engine (LCE) for precise control and cues, allows the installation to operate in two modes—one more architecturally focused and restrained generally consisting of white light to emphasize the building's features, and another, more dynamic mode with bright colors and animations for special occasions such as holidays, festivals, and sports team victories. The Traxon & e:cue system offers many customization options and reduces maintenance and operation costs, while further strengthening InterContinental Hotel's landmark status and securing it as a glowing beacon in Chicago's skyline.

FEATURED PRODUCT	METHOD OF CONTROL	PROJECT DETAILS
 Wall Washer Shield AC XB RGB	 Liner Shield AC XB RGB	Category: Architectural Location: Chicago, USA Client: InterContinental Chicago Magnificent Mile Lighting Designer: Lam Partners General Contractor: Bulley & Andrews, LLC Installer: PROARC Electrical Construction Company Lighting Programmer: Traxon USA Completion Date: November 2012
 String RGB	 Lighting Control Engine (LCE)	

Traxon Technologies USA

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