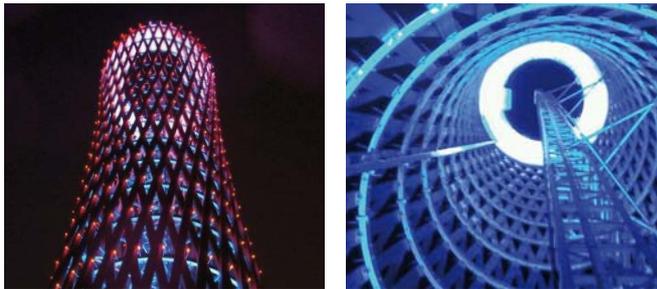




# SHOWCASE

## Strand East Tower – London, United Kingdom



Strand East Tower, a unique landmark on East London's skyline, is illuminated by a Traxon lighting solution. The 40m-high building at the newly landscaped public space in Dane's Yard, south of Olympic Park, has stimulated its neighborhood and provided a focal point for the regeneration of the 10-hectare site at London's Strand East. The lighting concept consists of internally located wash lighting with Liner Shield AC XB RGB and Wall Washer Shield AC XB RGB plus an externally installed dot matrix system of over 600 Dot XL-9 fixtures, in custom-made 18PXL strings. The internal wash embraces the lattice nature of the structure by illuminating the internal space and highlighting the negative shapes of the tower's form. The individually addressable Dot XLs are installed at the cross points of the lattices and re-create the night time characteristics of the tower by forming a secondary layer of light. Harmony between the various lighting elements is achieved through e:cue's intelligent control system of Lighting Control Engine fx and Butlers which allows a unique and interactive light display using either local interfaces or mobile devices. Passers-by can interact with the tower by activating pressure pads installed around the bottom of the structure to set off sequences of light. Dynamic abstract animations, created by renowned Lighting Design Company Hoare Lea Lighting, are scheduled to play on special days and public holidays. Specifically designed content on display became a highlight during the London Olympics. The tower has been designed as a temporary structure that may be dismantled and moved. Traxon's LED lighting solutions, in turn, are both robust and flexible enough to withstand any future site transition.

### FEATURED PRODUCT



Dot XL



Wall Washer Shield  
AC XB RGB



Liner Shield  
AC XB RGB

### METHOD OF CONTROL



Lighting Control Engine fx  
(LCE-fx)



Butler

### PROJECT DETAILS

Category: Architectural  
Location: London, United Kingdom  
Client: LandProp Holding BV  
Lighting Design: Hoare Lea Lighting  
Sculpture Design: ARC-ML (architect)  
and eHRM (engineer)  
General Contractor: Wood Beton  
Installer / VAP / System Integrator:  
Lighting Technology Projects  
Completion Date: July 2012

## Traxon Technologies Europe GmbH

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