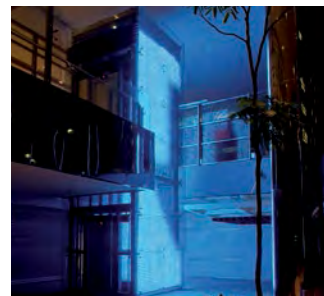
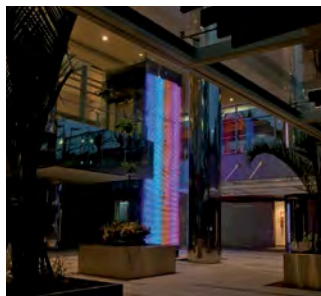




Photography © Alex Salim

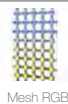
SHOWCASE

Allianz Headquarters (WTorre Elevator) - São Paulo, Brazil



The new Allianz Headquarters, a three-building complex named WTorre NU, features a glass elevator connecting the food court and the mezzanine. Looking to create an artistic and useful canvas out of the 10-meter tall glass wall encasing the elevator, lighting design firm, Foco, Luz & Desenho selected Traxon Mesh RGB to achieve the vision. The project presented challenges: ensuring that the Mesh structure holes matched exactly with the Spider glass support, and that the LED nodes are close enough together to display the desired graphics, while remaining as transparent as possible. The transparency, flexibility, and resolution of Traxon Mesh RGB made it the perfect solution, displaying simple images, words, and logos, while allowing passengers inside the elevator car to see through to the panoramic views of the building. Controlled via an e:cue Video Micro Converter, the Mesh displays dynamic colors and abstract shapes in sync with the movement of the elevator, by triggering sensors at the top and bottom of the elevator shaft. The installation can also be used for communicative purposes, broadcasting information such as the time or weather. The end result is a dynamic and informative focal point to the newly constructed lobby of WTorre NU.

FEATURED PRODUCT



Mesh RGB

METHOD OF CONTROL



Video Micro Converter (VMC)

PROJECT DETAILS

Category: Architectural
Location: São Paulo, Brazil
Client: WTorre
Architect: Edo Rocha
Lighting Designer: FOOCO LD
Installer: Temon
Lighting Programmer: Teksof
M&E Contractor: Eletro Rio
Completion Date: April 2013

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