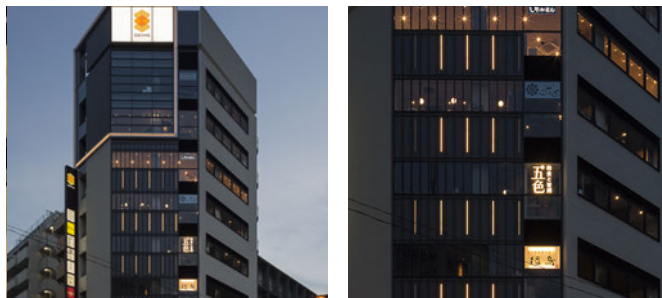




# SHOWCASE

## GEMS Ichigaya – Tokyo, Japan



GEMS Ichigaya, an urban commercial complex with a variety of modern and upscale restaurants, locates in the heart of Tokyo. This façade lighting portray a jewelry as its name suggests. The glitter is changing with time for harmonizing with city lights. It enhance an expectation of the people and is also a symbol of the city. With a sleek and slim profile, Monochrome Tube was used to create contours of warm white linear light with a concentrated, even radiance on the façade of GEMS Ichigaya. The warm white light harmonizes with the bricks and wooden texture of the building façade. Connected with DMX controller and dimmers, the dynamic lighting of Monochrome Tube adds a vibrant element to the complex. Additionally, Monochrome Tube's daisy chain topology and simple cabling allows for easy installation and setup. The area, Ichigaya, is well known for its high-end residential housing and office buildings. The simple yet contemporary illumination on the façade of GEMS Ichigaya makes a statement.

### FEATURED PRODUCTS



Monochrome Tube  
WW

### METHOD OF CONTROL

### PROJECT DETAILS

**Category:** Architectural  
**Location:** Tokyo, Japan  
**Client:** Nomura Real Estate Development Co., Ltd.  
**Commercial Designer:** GEO-AKAMATSU Co., Ltd.  
**Lighting Designer:** Masaaki Hayashizaki / TRANS DESIGN Inc.  
**Lighting Programmer:** Ryoko Kagawa / TRANS DESIGN Inc.  
**Completion Date:** October 2014