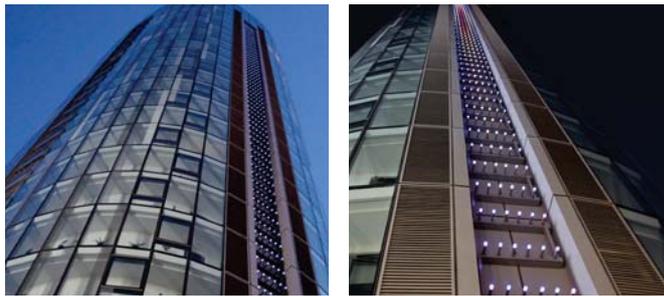




SHOWCASE

Great Western Quarter – London, United Kingdom



Located along the 'Golden Mile' in West London and rising to 27 stories, the Tower at Great Western Quarter is one of the tallest buildings in the neighborhood, offering views across London and the nearby Kew Gardens from the publicly accessible viewing gallery. The tower designed by Assael architects contains prestige apartments and a Novotel hotel on the first 10 floors. It uses several artistic lighting strategies to create an active façade at night, one of them the 85 metre art light installation that was achieved with the help of LED lighting solutions from Traxon. Barratt Homes wanted to provide a unique decorative lighting feature to the building. So the lighting designers offered a selection of different versions of the lighting scheme to the client, all of which were designed to create a strong illuminated accent to the building in order to increase its presence on the Golden Mile. Standard DotXL6 RGB LED strings were used as the light source. The lighting control via Butler XT2 and Butler S2 from e:cue is programmed to run fully automated 24 hours of the day and 365 days of the year.

The client has been absolutely impressed by this unique LED lighting solution and the creative professional way it was implemented. LTP took a concept penned by Hoare Leigh Lighting UK and brought it to life with Traxon's assistance, delivering a spectacular lighting scheme that will remain a memorable feature of this new London landmark.

FEATURED PRODUCTS



Dot XL

METHOD OF CONTROL



Butler XT2



Butler S2

PROJECT DETAILS

Category: Architectural
Location: London, United Kingdom
Client: Barratt Homes
Architect: Assael
Lighting Designer: Hoare Leigh Lighting
Technical Director: Keith Elms
M&E consultant: Whitecode Design Associates
General Contractor: Barratt Homes
M&E contractor: Haydon ME
VAP/System Integrator/Installer/ Lighting Programmer: Lighting Technology Projects
Completion Date: January 2015