



SHOWCASE

Júlia Center – Andorra la Vella, Andorra



The Júlia Center, hosting the company's headquarters and flagship store, is one of the most iconic buildings in Andorra. To give the 1987 building a new contemporary look, a complete redesign was planned to convey the exclusive image of the perfume group to the building's façade.

To reach this target, the architects decided to use the transparent media façade system IMAGIC WEAVE® from Traxon and Haver & Boecker. The result is a three-dimensional architectural wire mesh application with individually controllable LED profiles, transforming the façade into a large scale, semi-transparent media installation capable of abstract colour variations and full video playback.

"Due to the flexible IMAGIC WEAVE® system, the media façade is harmoniously integrated into the existing façade without affecting the view of the building negatively", architect **Ciro Orobitg Pérez** describes the media façade system.

1250 LED profiles are discreetly attached to the reverse side of 17 mesh elements. The IMAGIC WEAVE® control solution is designed specifically for the project based around an e:cue video system. Even though this technic is quite complex, the operation as well as the maintenance of the media façade is very easy and can be done from the control room or wirelessly via smartphone, tablet PC or computer from anywhere in the world.

To further compliment the complete IMAGIC WEAVE® façade, Hi Resolution panels were also supplied by Traxon to offer the customer further content flexibility.

FEATURED PRODUCTS



IMAGIC WEAVE HO



High Resolution Media System



LCE-fx



Video Micro Converter

METHOD OF CONTROL

PROJECT DETAILS

Category: Architectural, Retail
Client: Julia Perfumeria
Architect: OROBITG – Arquitectura i urbanisme
Partner: HAVER & BOECKER
Installer: Datos Taller LANAO
Lighting Programmer: Traxon
Completion Date: February 2015