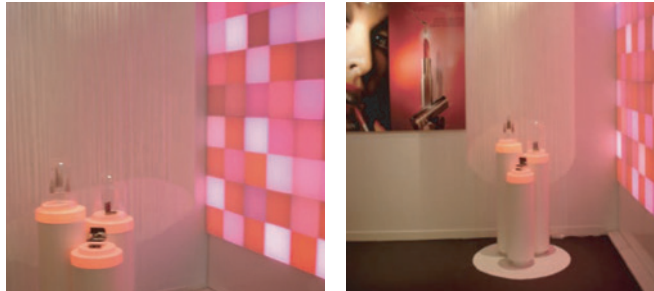




SHOWCASE

Helena Rubinstein



Helena Rubinstein is part of the L’Oreal group and well known for its trendsetting style and product purity. In order to emphasize their new lipstick series’ theme topic “Wanted Red” , the company sought after a way to reflect that theme in their headquarter entrance hall in Paris. Supporting the product launch of Helena Rubinstein’s new lipstick series, a 24 pieces Tile XB wall turns the head office in to an atmospheric lounge. The Tile XB was a solution at hand giving L’Oreal the opportunity to cover the entire room with a fascinating reddish ambience or to solely highlight selected parts by reducing the panel’s luminosity. Owing to the DMX technology used it is possible to control the luminosity of every single LED. As full brightness would have drawn out the feminine touch of the lipstick line, a luminosity of only 30% was enough to create a very sensitive atmosphere.

FEATURED PRODUCT

METHOD OF CONTROL

PROJECT DETAILS

Traxon Technologies Europe GmbH

An OSRAM Company

For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

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