



SHOWCASE

Morgans Hotel - New York, USA



Located in the heart of Manhattan, Morgans is a sophisticated, stylish and serene place to stay. Within walking distance from famous Fifth Avenue, Empire State Building and NY Times Square, the hotel offers understated elegance and unparalleled service in an intimate and friendly atmosphere. From the moment Morgans opened its doors on Madison Avenue 25 years ago, it startled the world with convention-shattering attitude and distinctive design sensibility, and still stands today a sensation in the hotel industry. In 2008, Morgans Hotel Group unveiled a new vision for Morgans, a powerful reinterpretation that propels the hotel's style and spirit forward without changing its unique character. This grand experiment in style was concocted by legendary French designer Andrée Putman, whose projects have ranged from the Guggenheim Museum to Peter Greenaway movie sets, and represents her third design for this iconic destination. The new design additions at Morgans include a light art application installed on the lobby ceiling behind a stretched white barisol canvas, using 420 of Traxon's 16PXL Boards. The French based graphic and multimedia design agency Trafik composed the memorable creative programming and concept idea T-Light. Creating eye-catching and colorful lighting scenarios, the barisol is situated close to the sources of light to provide a truly inspiring installation worthy of the Morgans hotel and its reputation as a New York classic.

FEATURED PRODUCT



16PXL Board RGB

METHOD OF CONTROL



Micro Server

PROJECT DETAILS

Category: Architectural
 Client: Morgans Hotel Group
 Location: New York, USA
 Designer / Architect: Trafik / Andrée Putman
 Installer: DynamiteFX
 Date: September 2008
 Traxon contact: Traxon USA

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