



# SHOWCASE

W Hotel Hoboken - Hoboken, USA



The 'W' Hotel Hoboken is an upscale hotel and residence located on the Hudson River, directly across from Manhattan. The visual centerpiece of both the ground and second floors of the hotel is a soaring wall made of woven metallic fiber. Traxon was called upon by lighting designer Robert Leiter of Manhattan-based HDLC, to illuminate this wall in a way that would allow for dynamic color changing effects, as well as static looks. And Traxon has once again proven its flexibility to meet customer's demands. Traxon's Graze XB was chosen for its outstanding optical performance and saturate, crisp coloring. This project, however, only could have been realized due to the high modularity of Traxon's XB range. In order to ease the difficulty of installation, Traxon constructed a number of six-foot fixtures and provided a smaller number of standard-length fixtures to ensure that the luminaires fit correctly as they were laid out along the top of the wall. The saturation of Traxon's LEDs, combined with their unique optic system, resulted in an entire wall wash in various primary and secondary colors. Control was provided via an e:cue Media Engine, running the newly released version of the Programmer Software.

#### FEATURED PRODUCT



Graze XB

#### METHOD OF CONTROL



Media Engine

#### PROJECT DETAILS

Category: Hospitality  
 Client: W Hotel Hoboken  
 Location: Hoboken, USA  
 Designer / Architect: HDLC  
 Installer: Power Electric  
 Date: March 2009  
 Traxon contact: Traxon USA

### Traxon Technologies USA

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