

SHOWCASE

Qingdao Hai Tian Center

Qingdao, China



Qingdao Haitian Center, standing at 369 meters, with its towering structure and elegant, dynamic posture, has redefined the city's skyline. As Qingdao's tallest building, its towering structure and elegant posture make it a new landmark for the city and Shandong province.

The Phase I Lighting Enhancement of Haitian Center was designed by Bpi Shanghai, with Traxon e:cue serving as the professional lighting solution provider. Together, they crafted a dream of light and shadow between sea and sky through collaborative efforts.

Behind the "Lighting Feast": Compatibility, Reliability, and Stability of Traxon e:cue

At Qingdao Haitian Center, the largest single-building lighting show in China unfolds in sequences, interpreting the new landmark, Qingdao's city image, and the brilliance of Qilu culture, transforming the complex into a nighttime "light landmark" beyond its daytime architectural presence.

If architecture is frozen music and three-dimensional poetry, then light and shadow are the dancing notes and graceful rhymes. Qingdao Haitian Center Light Show—renowned as "China's largest single-building light show"—unfolds its narrative from points to surfaces, layer by layer. It interprets the "new landmark" Haitian Center, Qingdao's urban identity, and the splendid Shandong culture, transforming this architectural complex into not only a daytime icon but also a nighttime beacon of light and cultural symbolism.

The media facades of the three striking super-high-rise towers employ RGBW linear luminaires, totaling 3 million pixels and approximately 12 million RGBW channels. 70% of the fixtures are custom-developed RGBW linear fixtures(Media Tube® series) from Traxon e:cue. The whole lighting control system is provided by Traxon e:cue. This scale and complexity are equivalent to that of a city-wide project.

A greater challenge arose from the integration of luminaires from two different manufacturers: the tallest T2 utilized products from another lighting supplier above the 49th floor. To ensure seamless integration, Traxon e:cue synchronized both systems, overcoming latency and color differences. To manage such a large-scale system, Traxon e:cue deployed 10 servers (LCE FX) and over 800 units of LED sub-controllers (SYMPL Pro Node e:pix).

The e:cue control system, with multi-protocol compatibility and a hardware-software integrated solution, proved ideal for Haitian Center's top-tier lighting system. Its proprietary e:pix technology, an advanced version of DMX512, quadrupled control capacity, reducing 75% of sub-controllers and weak electric wiring, optimizing installation time and space.

Weaving a Dream of Light and Shadow

During implementation, the curtain wall's layered structure posed challenges. Through seamless collaboration among Qingdao Guoxin Group, BPI Shanghai, and Traxon e:cue, the lighting achieved a natural, stable, and smooth effect, perfectly integrating with the architecture. Together, they realized Qingdao Haitian Center's dream of light and shadow, witnessing the city's progress.

Traxon Technologies

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Featured Products



Master Controller LCE & LED Sub-Controller

Project Details

Client: Qingdao Guoxin Hai Tian Center Construction Co., Ltd.

Lighting Design: Shanghai Bipu Lighting Engineering Design Co., Ltd.

Solution Provider: Traxon e:cue

Completion Date: June 2021



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