

# SHOWCASE

## Central Chidlom

Bangkok, Thailand



Central Chidlom is one of the most sought-after shopping destinations in the city of Bangkok (Thailand). This department store is the Central Group's flagship property that was established in 1973, and continues to awe its visitors with seven floors dedicated to urban lifestyle, including beauty products, fashion, home décor, travel, toys, electronic gadgets, and books. Their catchy tagline 'all roads lead to Chidlom' is well recognized by the locals, and holds true as Central Chidlom is easily accessible by the BTS Skytrain and several city buses.

Central Chidlom recently underwent a major renovation. Given the mix of well-reputed, high-end international retail brands in their portfolio, Central Group were keen on upgrading the look and feel of Central Chidlom that reflected their retail offerings. The key briefing given to lighting design studio Inverse Lighting was to make Central Chidlom stand out and attract both local and international visitors with an eye-catching lighting installation.

Inverse Lighting partnered with Traxon e:cue for this project given the brand's expertise in large-scale dynamic lighting facades. A total of 33,757 units of the Media Dot Go M Clear RGBW were used for this project. This is the newest generation of the best-selling Traxon Media Dot Go product that has been used on multiple landmark projects worldwide.

The Media Dot Go is a sought-after product as it makes creating pixel-controlled, full-color effects seamlessly easy, and is available in ultra-long daisy-chains for ease of installation, as well as integrated color correction for vibrant and true-to-life media facade.

These were controlled by the SYMPL DMX Node, a two-channel DMX and RDM interface which can be used with e:cue's lighting control software SYMPHOLIGHT. Each of the nodes provides two independent DMX/RDM universes for up to 1024 channels.

150 units of the SYMPL DMX Node were used for Central Chidlom powered by the e:cue LCE3FX (Light Control Engine 3FX), a versatile central lighting controls unit that orchestrates all the devices and lights within the project. It is pre-installed e:cue SYMPHOLIGHT 5.4 with the FX model it allows the DVI-Capture function to capture the media content in realtime from the artist to the media façade display, and supports a wide range of Ethernet-based protocols and, additionally, Emotion FX video mixing. Lighting scenes can be controlled with the internal web server via mobile devices, web browsers, and even via cloud applications, making LCE3FX the ultimate server solution for any demanding lighting project.

"The end result is absolutely spectacular, and I can safely say we have managed to exceed our client's expectations. Central Chidlom's new media façade is not only eye-catching and in sync with its modern mix of retail offerings, but also offers the client an opportunity to use it as a lucrative advertising billboard and to showcase seasonal messaging and greetings." - Phapoom Wiboonchai, Country Manager, Traxon e:cue (Thailand).

### Featured Products



Media Dot GO M Clear RGBW



DMX Node



LCE 3FX

### Project Details

Category: Retail

Location: Bangkok, Thailand

Client: Central Group, Thailand

Featured Products: Media Dot GO M Clear RGBW, DMX Node, LCE 3FX

Lighting Designer: Inverse Lighting

Installation Partner: Illuspace Thailand



# TRAXON

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