

Case Study Vegas Mall - Ginza

Location Philips Lighting Vegas Mall, Ginza, Moscow - Russia iColor Accent, iColor Graze Powercore, iColor Cove MX Powercore, iW Cove, Recessed LEDline, iColor Flex MX, Color Blast Powercore, UrbanScene



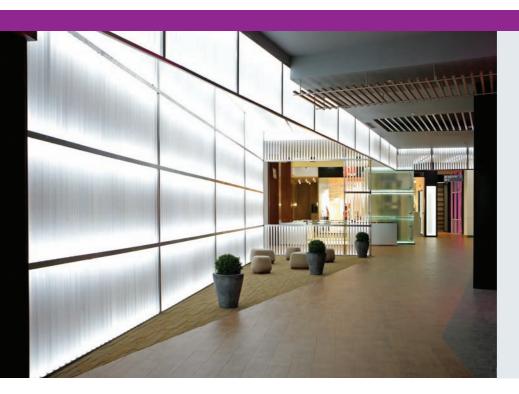


"Vegas turns shopping into an exciting adventure attended with mystery and change."

Emin Agalarov, Commercial Director, Crocus Group.

LED brings a taste of Tokyo to Russia's first themed mall





dynamic lighting patterns and colour grazing effects enhance the Background experience even further, continuously changing on each surface to Developed by the Crocus Group, the Vegas super mall covers a total create different moods and ambiences as shoppers move along the area of 386.000 square metres, making it one of the largest retail sites street. And to complete the illusion, a myriad of sparkling LED lights in the world. It's also the first and only themed shopping mall in Russia. twinkle like a starry night sky to recreate Tokyo's outdoor shopping The mall includes an amusement park, an 18-meter observation wheel, experience indoors. a tower drop ride and an ice rink. But the real centrepiece of the development is the recreation of Tokyo's famous Ginza shopping street; **Benefits** a unique lighting challenge that demanded the most breathtaking of Philips LED lighting solutions were the perfect choice to create the solutions.

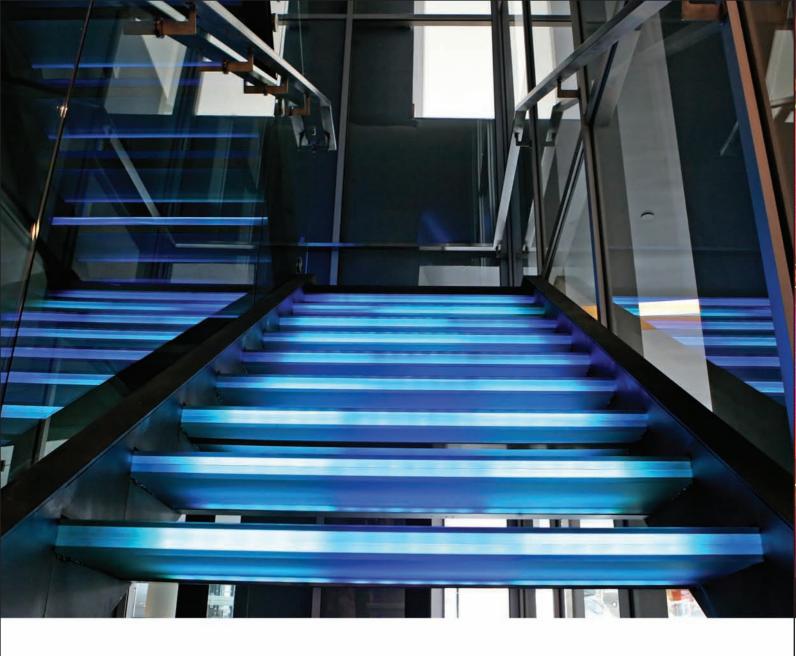
mall's extraordinary lighting experience. Their structural flexibility and small size made a seemingly impossible challenge a reality. Not only is The Challenge the lighting scheme strikingly beautiful, thanks to the energy efficiency of The Crocus Group wanted to recreate the pulsating, vibrant LED it is also economical when it comes to operating costs. The lighting atmosphere of one of the busiest districts in Tokyo and embed it solution now gives a dazzling performance that entertains and amazes harmoniously into the rest of the shopping mall. To achieve this vision a shoppers, bringing a taste of Tokyo to one of the most significant retail lighting solution was required that would create an exciting, dynamic developments in Russia. A concept that has transformed the shopping ambience with changing colours and light effects to enthral shoppers.At mall into an exciting visitor attraction that arouses curiosity and the same time it also had to highlight the distinctive features and encourages people to stay as long as possible. materials in each of the 32 separate facades along the 130 metre street whilst maintaining the sense of a unified, cohesive space.

The Solution

The ambitious concept was brought to life using a range of LED lighting solutions that were embedded into a variety of surfaces from acrylic beams and glass shutters to wood and metal panels. An array of

Fast Facts

Client Project Vegas Mall - Ginza Location Light Sources LEDline, iColor Flex MX, Color Blast Powercore Lignting Design Recreating Tokyo's famous Ginza shopping street Lighting Effect Backlight, LED screen, Wall washing, Dynamic Lighting, Gobo effect. Project Support/Responsibility





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