



Photography © Melis Aksoy / Yusuf Ziya Kefli

# SHOWCASE

Akmerkez Shopping Mall - Istanbul, Turkey



Originally constructed in 1993, Akmerkez is the largest shopping center in Istanbul. Seventeen years after its founding, it received a luminous facelift consisting of modern way-finding solutions and brilliant graphics. To ensure guests' safety, each escalator received a Glassiled ceiling. Glassiled, a glass panel infused with LED, gives the illusion that points of light are suspended in glass without any visible connections. The escalator ceilings' memorable, contemporary design consists of two lines of blue LEDs, which indicate the direction of the escalators. To reinvent the mall's common space and create a fresh focal point, more than 1300 16PXL Board RGB were installed behind diffused glass. Positioned on – and spanning the height of – two 18-meter elevator towers in front of a waterfall at the center of Akmerkez's atrium, the Board installation provides a bright and reliable media palette, infusing the highly trafficked area with excitement.

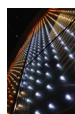
#### FEATURED PRODUCT

#### METHOD OF CONTROL

#### PROJECT DETAILS



16 PXL Boards



Glassiled



Butler



LCS-1



9ch DMX2PWM

Category: Architectural  
 Client: Akmerkez  
 Location: Istanbul, Turkey  
 Lighting Design: Concept-I, Bangkok  
 Installation and Programming: Üçgen Bakım ve Yönetim Hizmetleri A.Ş., Rogier Hengeveld, Damian Sale  
 System Integrator: TTI-electronics  
 Date: May 2010  
 Region: Traxon Europe

## Traxon Technologies Europe GmbH

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