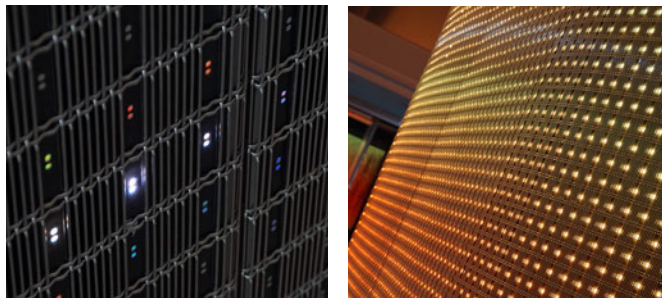




# SHOWCASE

Ali Bin Hamad Al Attiya Arena (Al Sadd Sports Club) – Doha, Qatar



A venue for the Men's Handball World Championship 2015, the Ali Bin Hamad Al Attiya arena of Al Sadd Sports Club is an Olympic-standard, multipurpose sports hall equipped with state-of-the-art and sustainable facilities that can hold 7,700 spectators. Oval-shaped columns, wrapped and illuminated by IMAGIC WEAVE<sup>®</sup> HE (High Efficiency) transparent media façade system with LED pitch of 50mm, are the eye-catchers at the main entrance hall. Mastering the balance of aesthetic structures and illumination art, IMAGIC WEAVE<sup>®</sup> HE enhances the contemporary interior design and creates an inviting atmosphere for the visitors with its dynamic lighting effects. The seamless adaption of the durable structure of Haver & Boecker's customized stainless steel wire mesh frame solution and the vertically aligned LED profiles of IMAGIC WEAVE<sup>®</sup> HE overcomes the challenge of the oval shape of the columns. With excellent color mixing and large beam angle, IMAGIC WEAVE<sup>®</sup> HE is the perfect solution taking the extremely short viewing distances of the visitors into account. Pre-assembled system racks, with e:cue Lighting Control Engine (LCE2-fx) and Video Micro Converter (VMC) pre-installed, is offered for easy lighting control system integration. Various dynamic lighting effects and videos are played and controlled via e:cue Lighting Application Suite (LAS). The built-in astronomical clock of LAS is set to dim the IMAGIC WEAVE<sup>®</sup> HE to the individual required brightness automatically.

## FEATURED PRODUCTS



IMAGIC WEAVE<sup>®</sup> HE

## METHOD OF CONTROL



Lighting Control Engine 2 fx (LCE2-fx)



Video Micro Converter (VMC)



Lighting Application Suite 7.0

## PROJECT DETAILS

**Category:** Architectural, Stadium  
**Location:** Doha, Qatar  
**Client:** Qatar Olympic Committee  
**Architect:** James Cubitt & Partners  
**Lighting Designer:** James Cubitt & Partners  
**Lighting Programmer:** Haver & Boecker, Traxon Technologies  
**M&E Consultant:** KEO International Consultants  
**General Contractor/ Installer:** Aktor S.A.  
**Completion Date:** October 2014