



SHOWCASE

Esprit - Hong Kong



'How much faster can we grow?' Lead by this question, Esprit has continuously made its way on a worldwide scale. Due to its mission to set standards in a dynamic and always changing industry, Traxon was assigned to contribute a stunning and eye-catching design of the Esprit flagship store in Hong Kong. By installing Traxon's Tile XB behind the glass façade, arranged in thirteen columns on three storeys, the shop has been redecorated, displaying the moving Esprit letters in a huge variety of multiple color arrangements. Traxon Light Management System warrants an easy handling of this sophisticated technology for accentuating and shaping the ambience of even bright surroundings. The result of the collaboration is groundbreaking and best to be described as an absolute highlight of interaction between modern architecture, state-of-the-art design and innovative lighting technology.

FEATURED PRODUCT



Tile XB
PA-TI-50100

METHOD OF CONTROL



Butler
LM-CS-50041

PROJECT DETAILS

Category: Retail
Client: Esprit
Location: Hong Kong
Designer / Architect: Cyber Concept
Installer: Cyber Concept
Date: August 2007
Traxon contact: Traxon Hong Kong

Traxon Technologies Ltd.

An OSRAM Company

For more information, please visit WWW.TRAXONTECHNOLOGIES.COM

Or contact us: Tracy Lam International Marketing & Communications E: marketing@traxontechnologies.com