



Flagship retail development, Kuwait

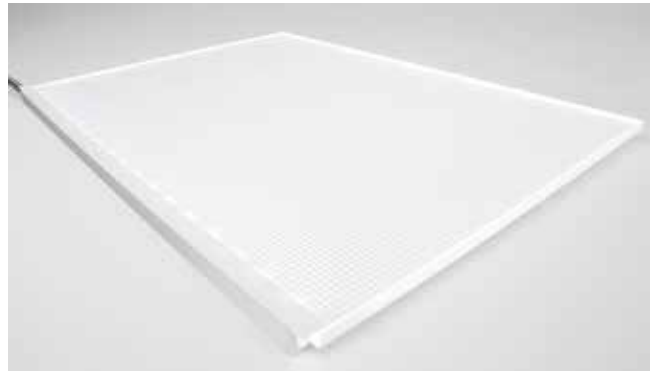


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With over 1.2 million square meters of retail space and 800 stores, the Avenues Mall is the most prestigious shopping destination in Kuwait. Within the mall, a leading beauty store brings together the most exclusive and innovative international brands from the world of fragrance, cosmetics and skincare.

Bright Green Technology was tasked by the principal lighting contractor to deliver ceiling lighting that delivered maximum "destination impact". This was achieved with a huge animated, colourful ceiling – attracting visitors and ensuring an exciting customer journey, in keeping with the vibrancy of the store.

With a versatile range of LED RGB lighting systems and experience in planning complex installs, Bright Green Technology brought a unique combination of reliable products, creative input and specialist knowledge.



RGB LED Light Panel

The ceiling lighting is powered by RGB LED Light Panel – an ultra-thin, versatile and energy efficient backlighting product, providing consistently bright, uniform illumination. By dividing the ceiling into large 'pixels', each panel is separately addressed and controlled by DMX.

Detailed design led to the production of 332 custom manufactured panels, some in special sizes to fit the dynamic ceiling shape.

The LED Light Panels are installed behind a stretch ceiling, fitted on site to create a clean and diffuse surface.



DMX lighting control

Bright Green Technology designed a complete lighting control system for the installation. Each of the 332 RGB light panels is connected to a rack-mount DMX lighting controller from the PRO Range. The PRO Range controllers operate at exceptionally high frequency (20,000Hz) and feature advanced dimming algorithms so that the ceiling is flicker-free and works well on social media.

These controllers are mounted into control cabinets, with integral LED drivers pre-assembled in the UK and tested before shipping.

Commissioning and programming

The lighting system is accompanied by advanced software which enables a range of dynamic effects. Lighting colour and movement can be customised for product launches, national campaigns or



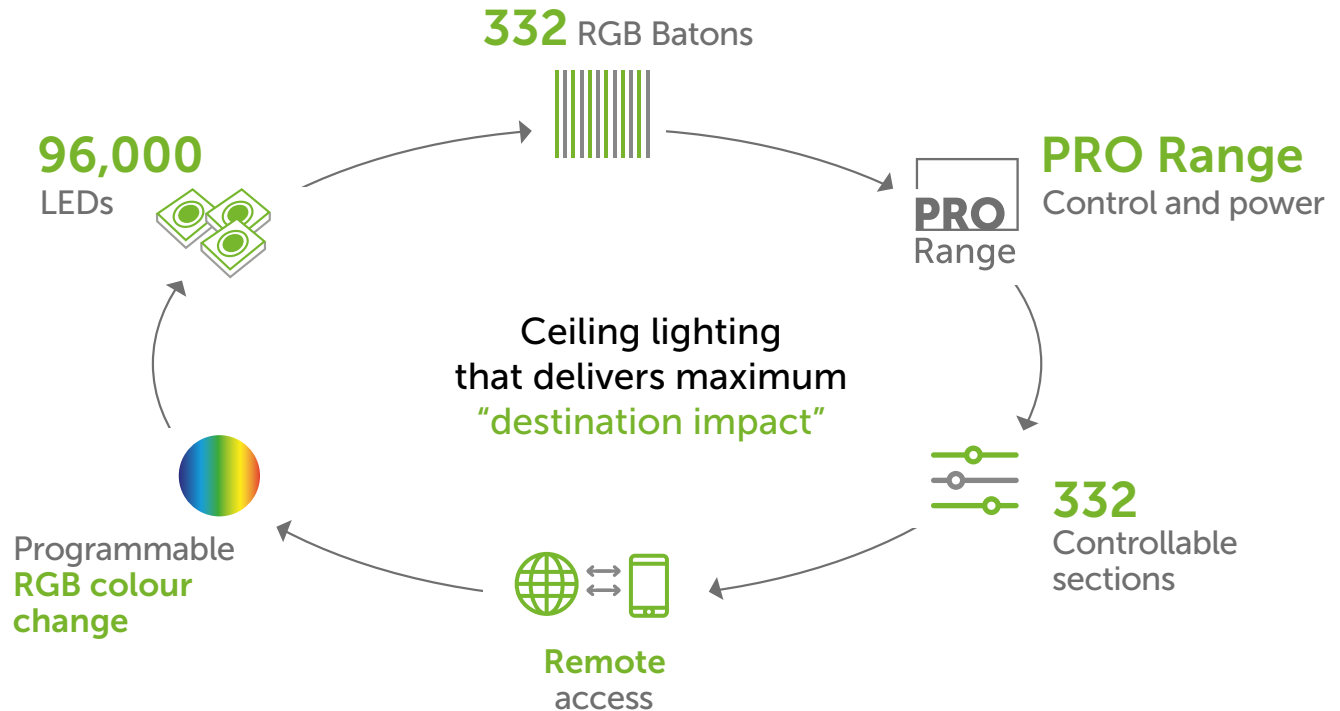
just to celebrate the creativity of the brand. Remote internet access allows Bright Green Technology to adjust programming, monitor performance and fix any problems. There is also an on-site touch screen for local access.

The Result

Dramatic, dynamic ceiling lighting has enhanced the reputation of the store as a vibrant destination within the Avenues Mall. Feedback from visitors is excellent and a strong social media presence is driving the growth of the brand.

Changing the lighting program keeps the ceiling feature fresh and provides a constant talking point.

The proactive approach, holistic specialist knowledge and broad capability of Bright Green Technology ensured that the project was delivered at the highest quality and delivered the maximum impact.



Want to know more?

www.brightgreentechnology.com/project/rgb-illuminated-stretch-ceiling

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