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Elation Lighting Enhancement at Fashion Drive Shopping Center in Monterrey, Mexico

SixPar™ and SixBar™ color supports upscale branding of fashionable shopping mall in Northern Mexico

Fashion Drive is a world-class shopping center in Monterrey, Mexico, that offers all the amenities of modern retail. Located in the city's contemporary municipality of San Pedro Garza Garcia, Fashion Drive is a high profile shopping center whose modern design goes beyond shopping to embrace leisure, entertainment, dining, and even a hotel. Opened in March 2017, the modern shopping mall features top fashion brand stores and stretches across four levels.

An eye-catching lighting scheme was sought to project multi-chromatic shades onto the building's modern architecture, both indoors at a large atrium area and on the outdoor façade. Tasked with dynamically illuminating the façade and livening up the interior ceiling in a variety of shades was Elation's Mexican partner, Adimsa, who worked with Monterrey-based Luxe Lighting on the project. The two companies worked together on the lighting specification and design for both the indoor and outdoor areas of the center while also handling installation and supervision.



Decorative eye-catcher in the competitive world of retail

Dynamic illumination of Fashion Drive's outdoor façade was completed using IP65-rated Elation SixPar series LED PAR color changers. The fully weatherproof SixPar lights use 6-color LED multi-chips to uplight columns of exterior cladding in a wide palette of decorative highlights and smooth color transitions. Installed at ground level, SixPar 100 IP™, SixPar 200 IP™ and SixPar 300 IP™ fixtures (7, 12 and 18 x 12-watt LEDs respectively), provide coverage illumination along the height of each column. The SixPar fixtures are also used to uplight a series of palm trees that line the

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street front. The façade's exterior lighting scheme also uses one meter-long Elation SixBar 1000 IP™ color changing battens to downlight a section of the building's façade from above.

The outdoor lighting scheme provides an eye-catching taste of the activity and excitement going on inside the mall, an important decorative eye-catcher in the competitive world of retail, and also gives the mall the possibility to customize the lighting for special occasions like holidays. "With its six-color LED chip, the SixPar can produce a lot of different colors which means we can dress the building in any shade," stated Adimsa's architectural lighting designer Gadier Pico, who has more than 10 years of experience in architectural lighting design. Pico not only sold the project to the client and was in charge of the lighting design, he also supervised the installation and programmed the fixtures.

"The IP protection and the overall excellent quality of the fixtures were very important," Pico said, adding that the competitive price versus similar products on the market was also a factor in their choice. There were other reasons as well. "The Elation product guarantee, quick delivery, and technical support all gave us confidence that we had made the right choice."

**New dimensions**

Inside the shopping center's large atrium, the main gathering and confluence area for shoppers, SixPar 100 LED Par lights with barndoor attachments are used to light the vast ceiling. The luminaries project dynamic color across a series of cladded cross supports that mimic the outdoor façade design, and light the latticed ceiling above, giving a new dimension to the large interior space. The barndoors on the SixPar fixtures are used to accurately direct the light and avoid projecting into the eyes of the shoppers walking inside the mall.

More than a shopping mall, Fashion Drive is a luxury destination. The Elation lighting installation, completed in March 2017, is an important piece in Fashion Drive's aim to offer a distinctive and exclusive shopping and entertainment experience.

Elation equipment:

10 x SixPar 300 IP™

4 x SixPar 200 IP™



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14 x SixPar 100 IP™
53 x SixPar 100™ with barn door
4 x SixBar 1000 IP™

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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