



Case Study on Fresno Metropolitan Museum: Mixture of Art & Science

Housed in the historic 1922 Fresno Bee Building, the Fresno "Met" is a unique architectural blend of traditional and modern, of art and science. Part of the latest renovation included new signage - a fusion of innovative new technology with beautiful and bright artistic light. Facing the major thoroughfare, an 18-foot tall LED illuminated green and white Fresno Met logo is a sign that can't be missed. The original design was going to use old-fashioned glass neon per Jack Biesek of Biesek Design. Biesek liked the brightness of neon, but when he saw Plexineon, he said, "We saw the light."

The Plexineon colors allowed Biesek Design to obtain that bright, direct view look they wanted but with many additional technology benefits. Biesek stated, "When we saw that Plexineon could match the brightness of neon, plus its potential for dimming, it really helped us decide which way to go."

The advantages of the new LED technology with its low energy use, low maintenance, and the added Plexineon benefits of high durability and smooth, even light, made it the best choice. The Fresno Met sign, like the museum, is truly a mixture of art and science.

Designer: Biesek Design

Photograph: Biesek Design & Fresno Neon Signs

The iLight News Cont.

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Score with ESPN Zone

Across from the Staples Center, and in the heart of Los Angeles' new sports and entertainment center, L.A. Live, the new ESPN Zone is ready to take on sports enthusiasts.

LIGHTING DESIGN ALLIANCE, an internationally-known architectural lighting design firm, wanted to bring the drama of the L.A. Live plaza to the interior of the ESPN Zone while staying true to the passion of sports.

The two-story wall became a natural focal point of the ESPN entryway. The feature wall and columns have horizontal architectural details which the lighting designers further accentuated by adding horizontal lines of Hypnotica color changing fixtures. Designer Kristin Pickar selected Hypnotica for the feature wall because it was the most visually pleasing direct view product. Pickar stated, "The Hypnotica fixtures offer a smooth, even glow, and strong impact in a small profile."

Designer: LIGHTING DESIGN ALLIANCE & TRM Architecture
Photograph: LIGHTING DESIGN ALLIANCE



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- Hue, Saturation and Value (HSV) color control
- Color correction offset
- True 16-bit resolution capability
- Self identification of fixture
- Internal thermal management system

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