



## Case Study: Paseo at Bethesda Lane

Nestled between Elm Street and Bethesda Avenue lies the pedestrian friendly "Bethesda Lane," filled with chic boutiques and alluring restaurants.

Torti Gallas & Partners, Inc. hired MCLA, an award-winning architectural lighting design firm, to make the new development of Bethesda Lane more creative and appealing through the use of lighting. The design team at MCLA envisioned a lighting system that could hook around the outside of the lane and tease the interest of meandering pedestrians. The "eye-catching" nature of iLight's fun and vibrant [Plexineon LED lighting system](#) was a perfect solution to draw them into the walkway.

**Designers:** MCLA Architectural Lighting Design & Torti Glass & Partners, Inc.

**Photograph:** MCLA Architectural Lighting Design



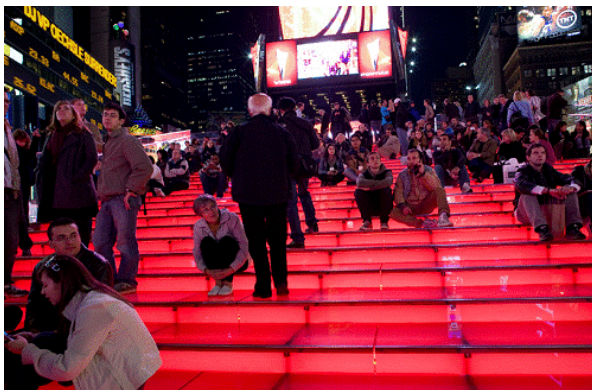
## Case Study: TKTS Booth in Times Square

One of the world's most dynamic stages sits at the heart of New York - Times Square. The spectacular TKTS Booth at Times Square which is lit with Plexineon LED technology, is the realization of an ambitious design that is worthy of this great fusion of theater, history, and commerce.

The multimillion dollar redevelopment of this award-winning design features a luminescent amphitheater with a dramatic floating red staircase. The TKTS booth uses over 2,800 linear feet of red Plexineon LED lighting fixtures to make the steps, and therefore the stadium, come to life through a dramatic radiance of red lighting.

iLight's products use LEDs as their light source which offer reduced energy and maintenance costs and longer lifetimes than conventional lighting. The structure has 27 red steps that rest on an assembly made entirely out of glass and rise over a fiberglass shell housed underneath the steps, and was designed by world-class architects, Perkins Eastman of New York. iLight's versatile lighting system was able to provide the exact lengths needed for this stunning application.

**Designers:** Perkins Eastman Architects, Dewhurst Macfarlane and Partners, Choi Ropiha, Schaefer Lewis Engineers, Fisher Marantz Stone



# The iLight News Cont.

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## Creating Maximum Impact

Creating visually impactful designs with smaller budgets is easier when you have the right tools. iLight's innovative and vibrant line of LED lighting solutions offers you stunning effects to create vibrant and powerful designs.

The Riverbend Condominium building is a striking signature structure in the Chicago skyline. Standing next to the winding Chicago River, this building is a perfect example of how to provide great visual impact using a low energy source and fits within a budget that won't break your bank.

With just one horizontal line featuring blue Plexineon, this building has been a bright part of the Chicago skyline for over four years. Lighting designer, Mitchell Kohn states, "I was looking for a product with a combination of durability, low operating costs, and the right luminous elements that made Plexineon the right choice for this project." Kohn added, "As a residential building in a primarily commercial area, the client wanted exterior lighting that was subtle yet distinctive, and reflective of its unique location on the Chicago river. Blue lighting was ideal for the location and has become a notable feature on the Chicago skyline."

**Designer:** Mitchell B. Kohn Lighting Design

**Photograph:** Horizon Photography

## Innovative White Light from iLight

Industry standard methods to obtain white light using white LEDs (blue LEDs with phosphor) or RGB LEDs, have their own issues like color shifting and shorter lifetimes. iLight's white light is achieved in a different way that offers designers more stable color temperatures and longer lifetimes.

Using standard blue LEDs and a proprietary diffusing technology, the Plexineon White technology converts the blue light to white remotely. This avoids the phosphor degradation issues known in white LEDs. Because iLight's technology uses blue LEDs, our light source offers longer lifetimes associated with blue LEDs. Find out more about this great solution for cove, niche and direct view lighting applications.



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