

CASE STUDY: PASEO AT BETHESDA LANE



imagine the possibilities

Paseo at Bethesda Lane

Nestled between Elm Street and Bethesda Avenue lies the pedestrian friendly “Bethesda Lane,” an extension two blocks from the original Bethesda Row Project which is filled with chic boutiques and alluring restaurants covering 43,000 square feet.

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 lighting designers at MCLA wanted to craft a visually interesting space and decided that the best way to achieve their vision was to use the latest in lighting technology throughout the project, including new LED lighting solutions.

Maureen Moran, the founder of MCLA, sought to visually connect the existing community of stores and eateries of Bethesda Row to the newly designed Bethesda Lane. A long and narrow passage way, called the “Paseo,” structurally

connected the two areas and could easily be overlooked by a passerby. 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 to draw them into the walkway. Moran liked the “eye-catching” nature of iLight’s fun and vibrant Plexineon LED lighting system.

What allowed the designers greater design options was the product’s field flexibility. Maureen Moran claimed, “It’s a surprisingly flexible product. When it arrived on site in straight pieces, we were all unsure how it was going to actually bend.” As they designed their pattern on site, the Plexineon fixtures easily bent into gentle free-form waves in three lively colors of green, amber and blue. The colorful waves reflect on the patterned metal ceiling, giving the walkway a playful and whimsical glow, adding to the enticement of the corridor.

- Site: Bethesda, MD
- Location: Exterior application
- Project: Hospitality
- Color: Plexineon Blue, Green & Amber
- Product use: Direct view
- Length: 247 LF (75m)

- Lighting Designer: MCLA Architectural Lighting Design
- Architect: Torti Glass & Partners, Inc.
- Photograph: MCLA Architectural Lighting Design