



The sign at the entrance to the new TopGolf in Houston glows with iLight Plexineon Blue Series fixtures.

#### AN iLIGHT SUCCESS STORY

## CREATING AN ENTRANCE THAT FITS TO A TEE

### Plexineon Adds Excitement to a Sleek and Unique Sporting Venue

Just off a major interstate running through Houston, TopGolf is a structure that's impossible to miss.

The 65,000-square foot venue is not only sprawling, its sleek profile suggests something extraordinary.

Inside, a three-level golf driving range plus dining, live music, a rooftop bar and more deliver on that promise. Meanwhile outside, the entrance makes guests feel like VIPs, thanks to a sign that glows with iLight Plexineon Blue Series fixtures.

#### The Design Challenge

The first TopGolf to open in Houston, the new entertainment complex is the Dallas-based company's largest in the country.

#### PROJECT

Entertainment complex

#### SITE

Houston

#### LOCATION

Exterior application

#### PRODUCT USE

Direct view

#### ARCHITECT

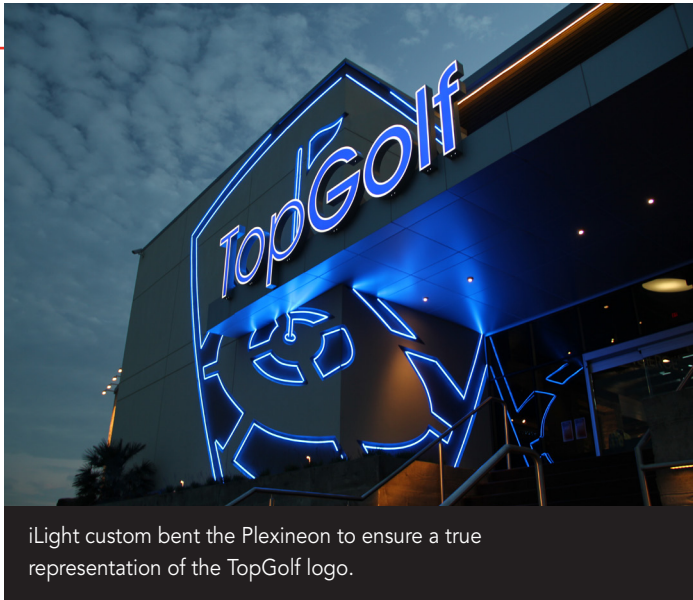
Aria Group Architects, Inc.

#### PRODUCT

Plexineon Blue Series

#### LENGTH

293 LF (89 m)



iLight custom bent the Plexineon to ensure a true representation of the TopGolf logo.

Designed by Aria Group Architects, Inc., the modern design is unexpected, reflecting the unique concept behind TopGolf. Part sports venue, part sophisticated hangout spot, it appeals to avid and casual golfers alike. The centerpiece is the driving range, featuring private hitting bays from which players hit targets and accrue points for distance and accuracy. Points are calculated by microchips embedded into regulation golf balls.

*“It was stunning when we first saw it — really amazing. The Plexineon added that extra element we needed.”*

*Nicole Poole  
Project Architectural Designer  
Aria Group Architects, Inc.*

To catch the attention of passers-by on the interstate, plans called for creating a bright sign that would serve as a shield on the building. The design team wanted an energy-efficient solution and — since it would be displayed within arm’s reach of arriving patrons — one that wouldn’t pose a safety hazard.

Plexineon not only met those requirements, it could also be custom bent to create endless possibilities.

“When we realized it could be shaped any way we wanted, we decided to do an overscale TopGolf logo and use blue — their primary branding color,” says Nicole Poole, Project Architectural Designer at Aria Group.

### The Plexineon Advantage

The key was for iLight to create precise factory bends that would ensure a true representation of the TopGolf logo.

Lisa Maceda, Designer at Aria Group, says, “It could not have worked out better. iLight custom bent the Plexineon perfectly. It was easy to install from start to finish.”

The result is a striking, yet sophisticated, sign. “It definitely is an eye-catcher,” Maceda says. “We’d seen samples, but it was still surprising how really bright the Plexineon was. It has a great glow to it — very even, not overpowering.”

Poole agrees. “It was stunning when we first saw it — really amazing. The Plexineon added that extra element we needed.”

Noting that the new site’s VIP opening was TopGolf’s most successful yet, she says Plexineon was the perfect compliment to the red carpet experience: “It just added to the excitement.”

*iLight LED products can make your next interior or exterior project an eye-catcher. Learn more at our web site: [www.ilight-tech.com](http://www.ilight-tech.com).*



Within view of a nearby interstate, the sign is bright enough to attract attention.

## TOPGOLF ENTERTAINMENT COMPLEX PROJECT DETAILS

### ARCHITECT

Aria Group Architects, Inc.  
[www.ariainc.com](http://www.ariainc.com)

## About iLight Technologies

iLight LED products can add impact to your next interior or exterior project, while providing the reliability and durability you demand. Whether you’re looking for inspiration or already have a vision ready to turn into reality, learn more at our website: [www.ilight-tech.com](http://www.ilight-tech.com).