

22.8.2007

New Cathay Building, Singapore

Robe ColorSpot 575 ATs - chosen for their rugged build and robustness in harsh operating conditions - have been installed into a giant light box feature on the front of the newly revamped Cathay Building in Singapore.

Robe ColorSpot 575 ATs - chosen for their rugged build and robustness in harsh operating conditions - have been installed into a giant light box feature on the front of the newly revamped Cathay Building in Singapore.

The Cathay Building has a long history as one of the oldest cinema operations in the country. In the course of the refurbishment, the façade of the old building was retained while a whole new construction was built behind it, consisting of three floors of shopping centre and 7 cinemas located on floors 4 - 6.

The glass light box measures 20 x 16 metres and is right on the front facade of the complex, where it is used as an illuminated billboard for special promotions, advertising and marketing messages relating to various retail or entertainment activities taking place in the building.

Lighting for the box was designed by Kilroy Lim of locally based design consultancy AIXZ. He worked closely with Mr Loh Jun Hong of RDC Architects, designers of the main building.

Kilroy chose the 3 Robe ColorSpot 575ATs as the best option for gobo projections. They project the Cathay logo plus various different brand and product logos, and are also used for producing abstract patterns and "wallpaper" effects.

Kilroy says he definitely chose Robe fixtures for their "Excellent build quality". With the sun streaming into the glass box, temperatures soar to incredible levels during the day, so he needed lights that were going to be able to survive this roasting environment and still operate every night with minimum maintenance.

He was also involved in specifying lighting for some other areas inside the building, including the cinema ticketing offices on the 5th and 6th stories, where Anolis Arc Source 12 RGB LED fixtures are being utilised 6 on each floor.

There are also two Robe Scan 575 XTs in the Grand Cinema for the pre-show sequence, projecting onto the curtains.

"I like Robe products for the wide range, great features and good value for money" Kilroy concludes.



