Greenpix - Zero Energy Media Wall

GreenPix - Zero Energy Media Wall – is a groundbreaking project designed by Simone Giostra & Partners Architects with Arup for Xicui Entertainment Complex in Beijing. GreenPix is a groundbreaking project applying sustainable and digital media technology to the curtain wall of Xicui entertainment complex in Beijing, near the site of the 2008 Olympics. The wall features the largest color LED display worldwide and the first photovoltaic system integrated into a glass curtain wall in China. The building performs as a self-sufficient organic system, harvesting solar energy by day and using it to illuminate the screen by night, mirroring a day’s climatic cycle. The Media Wall will provide the city of Beijing with its first venue dedicated to digital media art.

PROJECT FACTS


Largest color-LED wall in the world

Media wall plan

Photovoltaic system stores energy to light wall