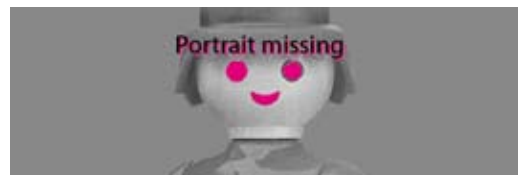


Light-045
Copyright: pages 2, 3 and 4, Simone Giostra - Arup - Ruogu???
Portrait: ???
names of people in portrait: will be removed before print

Simone Giostra & Partners



PROJECT FACTS

Address: Xstraße, 99999 Nowhere, Noland. Lighting designers: Arup. Client: XX. Completion: 2008.
Main materials: colored LEDs. Building type: entertainment complex. Lighting technique: largest color-LED display in the world. Light function: digital, emdia art venue. Ecological aspects of lighting: solar panels store energy during day to use at night. Setting: urban.

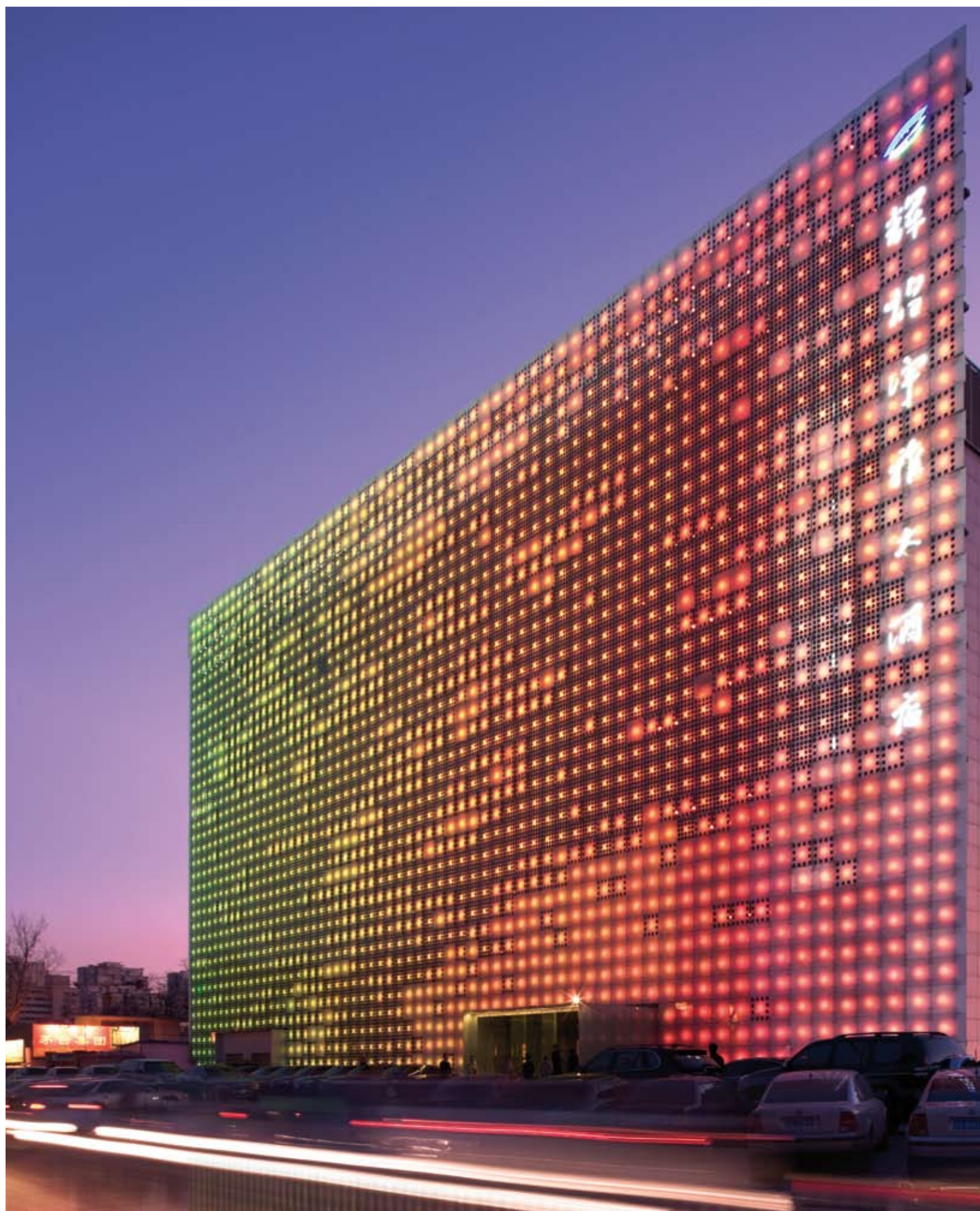


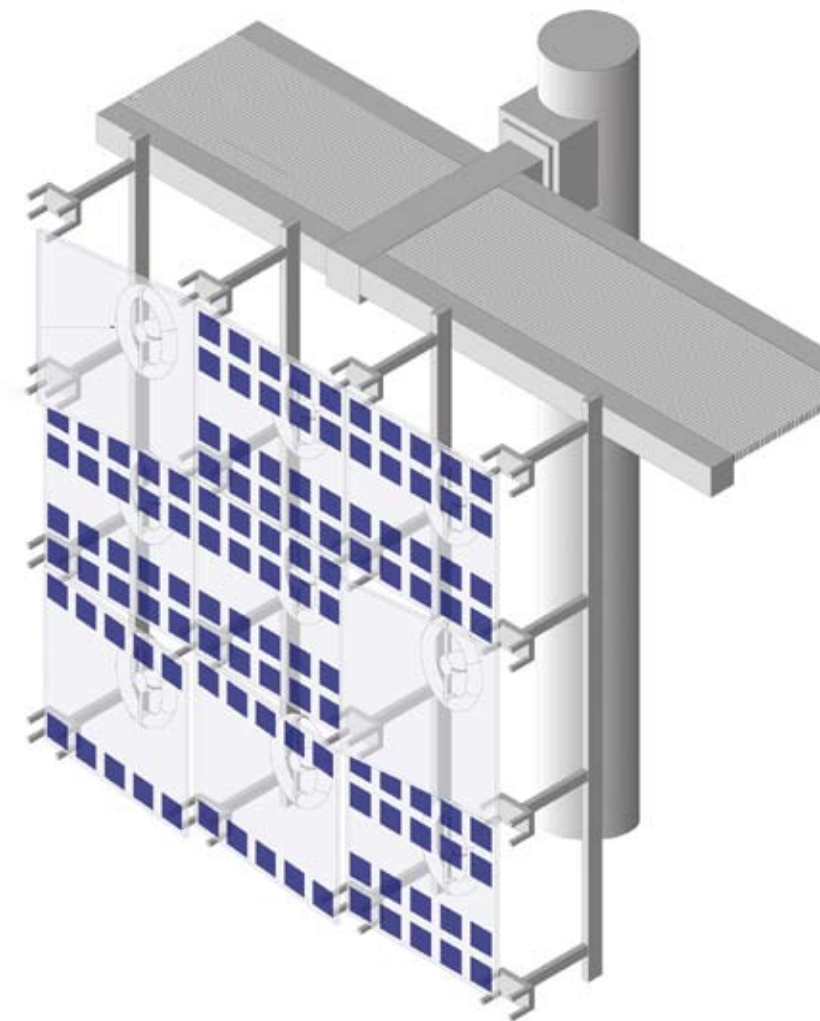
Greenpix - Zero Energy Media Wall

Beijing

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.

↑ | Entrance, wall illuminated red in the evening light
→ | Stored energy from solar panels is used to light the wall at night





←← | Largest color-LED wall in the world
 ← | Media wall plan
 ↓ | Photovoltaic system stores energy to light wall

