



iLight Technologies

TKTS project,
New York

AWARD: PLATINUM

CATEGORY: MOST IMPACTFUL USE OF SSL

One of the world's most dynamic stages sits at the heart of New York: Times Square. The spectacular TKTS Booth is the realization of an ambitious design that is worthy of this fusion of theater, history and commerce.

Designed by Barry Citrin of Fisher Morantz Stone, the dramatic stairs, part of a luminescent amphitheater, give spectators a place to sit down and take in all the scenery. The

stairs, which back the reduced theater tickets sales booths, are illuminated with iLight's Plexineon LED technology. The structure, designed by architects Perkins Eastman, has 27 red steps that rest on an assembly made entirely out of glass and rise over a fiberglass shell housed underneath the steps. Each step is backlit using two custom length fixtures of the company's Plexineon along with a reflector pan to spread the light. The installation uses over 2,800 lin. ft. of Plexineon in all.

The Color Series in red offers reduced energy and maintenance costs and longer lifetimes than conventional lighting. In this application, it highlights the performance,

durability, and ease of use that LED lighting systems offer, particularly how powerful lighting can transform an already-striking structure into an exciting destination.

Testimonial: According to Perkins Eastman's Nick Leahy, the iLight product was chosen for its durability and ease of installation. "It is manufactured for wet locations, a necessity, since the reflector pans act as gutters as well."

Judge's comments: "The installation is dramatic, which is not an easy feat in Times Square..." "The reasons they used LEDs were very well thought out."