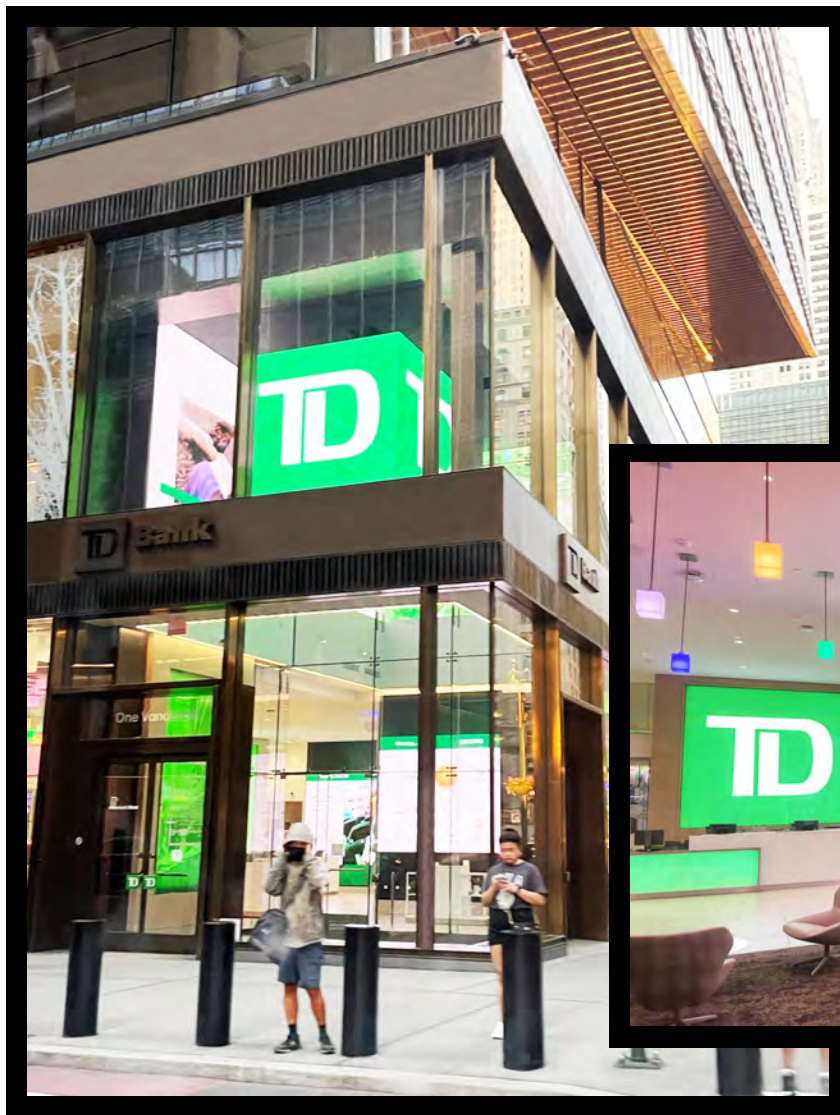


# Case Study

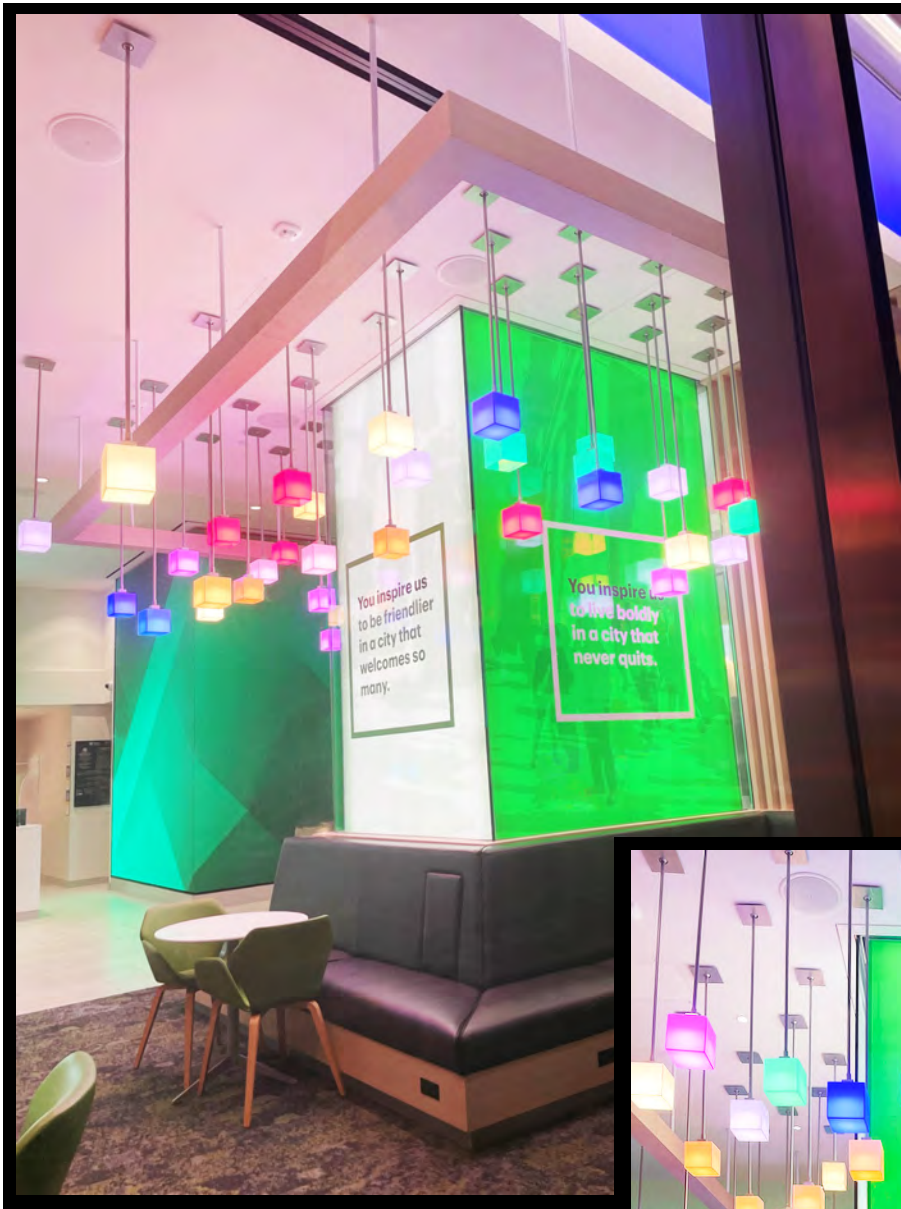
## One Vanderbilt New York, NY



This flagship banking branch location at the corner of Madison Avenue and East 42nd Street in New York City's One Vanderbilt is a high-visibility and well-trafficked store. It is right down the street from Grand Central Terminal / Pershing Square Plaza, and it is also a competitive location – in that a Citibank store is located immediately across the street.

When the client decided to conspicuously backlight the elements of this branch that can be seen through all the public street windows – its entire wallside backdrop behind the welcome counters, several 4-sided pillar structures in the lobby, and a massive logo sign visible from both streets – it entrusted none other than EOS Light for the job.

In order to brilliantly and conspicuously make these inside store elements “pop,” they



required a lighting solution that could both backlight without hot spots, and which could also be installed with minimal setback – since the installation space between the lit surfaces and the structures was not incredibly deep.

EOS LightPaper was the perfect solution – thin, bendable and cuttable LED sheets that can be used with very little setback and are easy & quick to install.

In order to set the lighting color to the precise green of the client's branding, RGBW LightPaper was selected which, in this application, was dialed in to the exact desired shade and saved. This created a striking effect for glowing pillar sides, walls and logos – all of which can be seen by drivers and passersby on street level and from the second floor windows. The client was exceedingly proud of the end result.



Example Planning Documents / Drawings for this Custom Job (partial):

