



## O2 shop

Client: O2 Year of Completion: 2007

Architect/Designer: JPDA Main Contractor/Customer: Bedford & Havenhand

When O2 and AEG took over the disused Millennium Dome, it marked the start of a major rebranding exercise. The space, which is now filled with entertainment spaces, restaurants and a full size sports and entertainment arena, would not have been complete without a stunning flagship store for the sponsors themselves.

Wishing to make an impact in the newly impressive development, O2 approached American architects JPDA who in turn approached Architen Lighting to help them achieve their vision. They intended to take the soft and tactile O2 brand and create a wall full of inflatable, colour changing pillows to reflect the companys bubble logo.

Working closely with sister company Architen Landrell, Architen Lighting designed, engineered and manufactured a scheme which used interactive LED lighting to bring to life large, inflated lightweight PVC Coated Polyester pillows.

Mounted on a frame hidden behind the pillows, the colour changing LEDs cycle through a range of vibrant colours and respond to their environment. Proximity sensors were installed behind each column to pick up on the movement of customers around the space the lighting changes and intensifies as people draw closer or step away from the wall. The installation is all controlled from a Pharos LPC1 controller. The LPC listens to the proximity sensors, and when a sensor is triggered the LPC changes the LEDs around the area. The LCP also monitors and controls the air handing system to keep the walls as a constant pressure.

As with most of Architen Lighting's installation a GPRS modem was also installed to allow for remote monitoring and any necessary program changes.

**Location:**  
London, UK

**Market Sector:**  
Retail

**Scope Of Works:**  
Design  
Manufacture  
Project Management  
Install