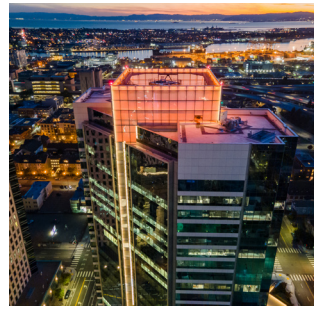
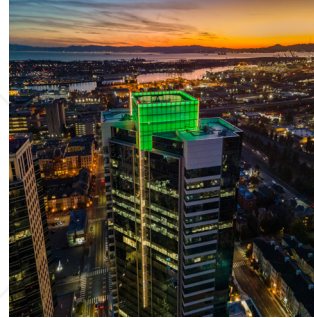
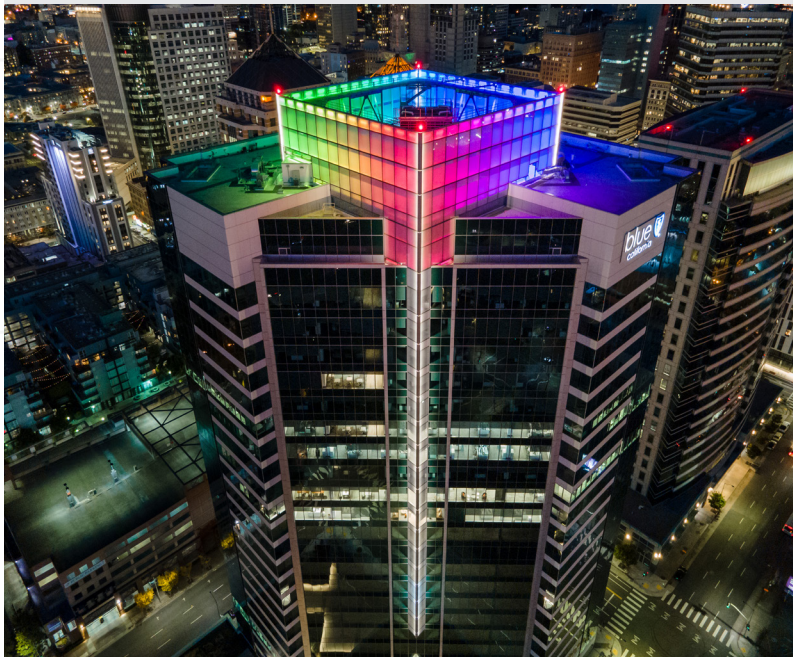


SHOWCASE

601 12th Street City Center

Oakland, CA, USA



601 12th Street is the largest "Green" Class-A building in East Bay, part of Oakland's City Center Complex. Located in close proximity to dining, retail, hospitality, freeways, and public transport, 12th Street is a desirable new office location for those looking for the perfect work-life balance.

A LEED Gold Certification building, 601 12th Street stands 24 stories high, with 2 stories of underground vehicle and bicycle parking. At such a vast height, the building is visible across the entire Bay area, providing an opportunity to make a statement in the community – an opportunity that ShoreNSTein Realty did not hesitate to grab – in the form of lighting!

Electrolight, the project's lighting designer and manager, partnered with CAL Lighting and Traxon e:cue, offering a unique turnkey package, to bring this building to life through light. With readily available samples, and design, technical and mockup support, Traxon was able to assist on the project from start to finish. And, upon completion, the building was outfitted with two rings of Traxon Linear Luminaires – installed around the mechanical penthouse – one at the top and one below the catwalk, and all fully controllable by e:cue software.

As a result of the installation, the building at 601 12th Street can be easily seen amongst the East Bay skyline, with a light show that runs from dusk to dawn. Proudly displaying the colors of the San Francisco Giants, the Golden State Warriors, the Oakland Athletics, and various national holidays, the lightshows can be viewed year-round, with the ability to change at the drop of a hat, always portraying the client's desired dynamic lighting vision!

Traxon Technologies

For more information, please visit www.traxon-ecue.com
Or email us at information.traxon@traxon-ecue.com

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All other trademarks are those of their respective owners.

Featured Product



Traxon Linear Luminaires

Methods of Control



Sympl Core S, Actionpad

Project Details

Category: Commercial

Location: Oakland, CA

Client: ShoreNSTein Realty Services

Lighting Designer: Electrolight

Programmer: Traxon e:cue

Completion Date: 2019



TRAXON

TRAXON | e:cue