

# SHOWCASE

## Olsen/Winchester Entry Sign at Santana Row

San Jose, CA, U.S.A.



Santana Row, located in San Jose, California, is a luxurious outdoor mall featuring shopping, dining, entertainment and more. Spanning 2.1 million square feet, the plaza, often called a “village in the city,” was built from 2001 to 2002 and has won two awards – the CELSOC Engineering Excellence Award in 2004 and the Builders Magazine’s Project of the Year in 2003.

Since its original date of completion in 2002, Santana Row has continued to grow and change, with the most recent addition coming in the form of the plaza’s entryway sign. Scott AG, a signage firm out of California, was tasked with lighting the entry marker in a creative and captivating way that was also remotely controllable and able to withstand inclement weather. Based on the project requirements, CAL Lighting partnered Scott AG with Traxon e:cue and together it was determined that Traxon’s Allegro Dot RGBW would be the best product fit for the project, with 9 strings being installed 6” apart on the sign.

As a result of the installation, the Santana Row entryway sign is now lit with dynamic, color-changing light that can easily change to match location events, seasons, and varying themes, all while staying on brand.

### Traxon Technologies

For more information, please visit [www.traxon-ecue.com](http://www.traxon-ecue.com)  
Or email us at [information.traxon@traxon-ecue.com](mailto:information.traxon@traxon-ecue.com)

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### Featured Product



Allegro Dot

### Methods of Control



SYMPL Core S, Glasstouch,  
SYMPHOLight, Actionpad

### Project Details

**Category:**  
Commercial/Retail/  
Residential

**Location:**  
San Jose, CA

**Client:**  
Federal Realty

**Design/Build:**  
Scott AG

**Programmer:**  
KrohTech

**Completion Date:**  
July 2020



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