SHOWCASE

Third Rail Studios Parking Garage

Doraville, GA, USA







Located at Assembly Atlanta in Doraville, Georgia, the parking garage at Third Rail Studios blends functionality with architectural appeal. With more than 400 parking spaces for the sprawling television and film production campus, the garage is more than a practical necessity—it's a distinctive architectural feature visible from the public green space, an amenity offered as a gift to the City of Doraville.

The garage's angular, perforated stainless steel façade creates a striking geometric pattern that takes on a new dimension after sunset. Designed by Dark Light's Atlanta office, the dynamic, color-changing lighting from Traxon transforms the façade into a vibrant visual feature, powered by an e:cue lighting control system.

Using the astronomical clock, real-time clock, and event scheduler in e:cue's SYMPHOlight software, the system operates automatically throughout the year, adapting lighting displays to scheduled events and seasonal occasions. Through a combination of static color scenes and dynamic, color changing lighting effects, the façade celebrates holidays, rallies support for Atlanta sports teams, and highlights community causes. The result is an engaging nighttime landmark that enhances the campus, complements its architectural character, and strengthens its connection to the surrounding community.

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

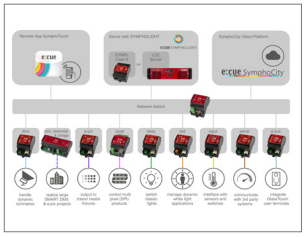
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Project Details

Category:
Entertainment, Architectural

Location:
Doraville, GA

Client:
Gray Media

Architect:
SDA (Smith Dalia Architects)

Lighting Designer:
Dark Light (Morgan Gabler, Lauren Lyngarkos)

Installation:
Capital Signs

Programmer:
Traxon e:cue

Completion Date:
February 2026