



Photo Courtesy of Pink Sparrow

PROJECT SNAPSHOT

Project Name:	Pink Sparrow Office Renovation Automated Staircase Design Brooklyn, NY
Location:	Brooklyn, NY
Project Installation:	July 2020
Design Director:	Ellen Klein
Senior Designer:	Morgan Whipple
Drafting Manager:	Kelsey Jennings
Electrician:	Paul Underwood
Automation/Electrics:	Stephen Rafter
CNC Machinist:	Jack Rodgers
City Theatrical Solution:	QolorFLEX® NuNeon™ (8 reels)



[Pink Sparrow](#) is a forward-thinking design and fabrication shop specializing in experiential environments. Partnering with top-tier agencies and brands, Pink Sparrow creates the best platforms for messages by producing high-quality, impactful environments for marketing events, pop-ups, mobile tours, retail, trade shows, and more. With over 40,000 s.f. of fabrication space across Brooklyn and Los Angeles, our multidisciplinary team of industry experts is equipped to make any sized vision a reality.

CHALLENGES

The Pink Sparrow team is constantly evolving the look and feel of their office space to cultivate creativity and exemplify their brand's personality and the quality of products they design and install. At the Brooklyn office, the internal staircase provided the opportunity to showcase the team's expertise in LED lighting products in a playful way that could inspire clients visiting the shop, and demonstrate how certain design elements, like linear LED lighting, and techniques can be applied to an experiential activation.

With a design encompassing a collection of symbols that represent facets of the shop's unique culture, such as a CRUSHING IT! Hand to celebrate hard work, the Pink Sparrow team sought an LED tape solution that would look as bold and bright as traditional neon, with the LED benefits of ease of use, color-changing automation, and interactivity.

SOLUTION

City Theatrical's QolorFLEX NuNeon was selected as the solution to create the staircase design installation at Pink Sparrow's Brooklyn office. QolorFLEX NuNeon types used to create this installation include: 20 meters of RGB, 5 meters of Green, 10 meters of Cool White, 10 meters of Neutral White, and 10 meters of Warm White.

“We choose QolorFLEX NuNeon because of its ease of use, the quality and aesthetic of the final product, and the competitive pricing offered by City Theatrical. They have great customer service and quality control for all of their products.”

- Paul Underwood, Electrician, Pink Sparrow



Photos Courtesy of Pink Sparrow

SOLUTION *(Continued)*

During the design phase, the entire design team worked with the lighting, automation and marketing teams to ensure the design would represent the company's visual creativity and brand identity, and be something that was not only feasible, but also pushed the envelope. From there, the drafting team prepared files for the CNC Operator to cut the mounting plates, and then the automation and electrics team brought the design to life with QolorFLEX NuNeon, automation, and sound effects.

“QolorFLEX NuNeon has allowed us to add a level of dimensionality not easily achievable with classic light boxes. Small sections of the LED tape in a continuous contour can be cut and soldered as separate addressable fixtures thereby adding DMX channels to achieve more flexibility and control in the finished piece.”

- Paul Underwood, Electrician, Pink Sparrow

The installation includes several DMX controlled elements that slowly and subtly change color, while other design elements remain static. The installation includes an interactive push button, which activates an Arduino-controlled sequence of events including flashing, dimming and color changes, all synced to sound, for the enjoyment of self-selected passersby.



[QolorFLEX NuNeon](#)

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