

LiteWare UL

Case Study: Centigrade Brietling VIP Event
Location: New York



Straight forward thinking



LiteWare UL transforms New York sidewalk for Brietling VIP event.

Luxury Swiss watchmaker Brietling hosted a VIP event for the grand opening of its flagship store. The event saw a host of celebrities and Brietling enthusiasts come together to celebrate the launch of its fourteenth boutique a stone's throw from 5th Avenue and showcases over nine hundred time pieces.

The sidewalk outside of the new boutique was transformed in to a VIP reception area. A truss structure was erected housing a red-carpet area for staff to meet and greet VIP guests and the media.

GDS LiteWare UL wireless battery uplighters were incorporated in to the design of the structure and played a key part in transforming a chilly New York sidewalk in to a stylish reception. An exclusive, high end feel was imperative for such prestigious clients, attention to detail

was key in the design and ambiance of the whole event. GDS LiteWare UL fittings were used as a light source and to provide colour-changing light. LiteWare UL is a battery powered RGB uplighter with wireless DMX control, it is a stand-alone controllable light-source with up to 24 hours battery life, the cable-less fittings which allowed Centigrade quick and easy installation and set-up without the additional problem of running cables in the snow and LiteWare's aluminium case provided a sleek and clean look.

Julie Barnard, president of Centigrade Inc commented;

"The light fixtures worked really well for us, we wanted a clean look and didn't want to run power cables outside in the snow. The fittings looked great and gave us the flexibility to change colour as needed".

