

Brightening the city to revitalize the community

Lynn, MA, was ripe for a complete revamp and minimal light coverage in the Central Square district made it uninviting to step out after daylight hours.

Customer challenge

Create a community revitalization project that brought back foot traffic to the downtown area, but in a way that reinstated its history of being a social melting pot and cultural hub for citizens.

Solution

Signify joined forces with community partners, artists and other lighting experts to design a plan that went beyond just lighting areas and became a way for Lynn to realize their mission to represent the city's personality through art and light.



Interact – Making it happen

Interact Landmark lighting asset management software was combined with the Color Kinetics LED Colorgraze QLX Powercore and the iColor Flex LMX node strings that provided a more inviting and dynamic downtown

experience. Installations included street and sidewalk lighting, architectural accent lighting on bridges and dynamic installations in underpasses.



Customer Control

Interact Landmark lighting asset management software is fully compatible with Color Kinetics LED lighting making it easily controlled. The installations

can be now be modified for thousands of static displays or dynamic color shows to commemorate special events, holidays and important civic causes.



Billion Colors

Color Kinetics Connected LED luminaires offer an expanded palette of more than a billion colors and a variety of beam angles that beautifully accent

the installaions of neon art pieces, street murals, and dynamic LED underpass lighting.



Economic Impact

With this collaboration came the increased foot traffic necessary to drive more business to shops and stores around downtown Lynn, MA.



Lighting asset management

Easy commissioning plus remote monitoring of lighting performance, energy consumption, and fault

detection. Know exactly what's happening where and take action through a real-time, data-enabled view of your entire system. With cameras, you can visually verify light show performance via a cloud-based dashboard.

Project details

- The project was funded with an initial \$50,000 donated and matched by MassDevelopment, a Massachusetts-based development and financing agency. Beyond Walls reached their \$260,000 funding goal with an extra crowd sourced \$80,000.
- The Color Kinetics luminaire installations included: One hundred eighty-two Color Kinetics ColorBurst Compact Powercore floods were placed all along Central Square, Washington street consists of twenty-one 4' Colorgraze QLX Powercore fixtures, and Market street consists of thirty-two 4' Colorgraze QLX Powercore luminaires.

 Find out how Interact can transform your business

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