

## PARTNER STORY



## RETAIL



### OPPORTUNITY

To illuminate two of the tallest buildings in Bangkok and one of the largest shopping malls in Asia, the ICONSIAM complex required powerful, reliable and efficient outdoor lighting solutions.



### SOLUTION

To accentuate the striking ICONSIAM buildings, With Light Company equipped the complex with ultra-efficient, outdoor-rated Martin Professional Exterior Wash Series LED lighting fixtures.



The buildings needed a custom lighting solution that would not only bring out the beauty of the ICONSIAM structures, but also create a pleasant atmosphere.”

### ICONSIAM, THAILAND

With more than 525,000 square meters of retail floor space encompassing the IconSiam and IconLuxe shopping malls, the ICONSIAM complex is one of the largest retail outlets in Asia. The \$1.5 billion project also includes two of the tallest buildings in Bangkok: the 70-floor Magnolias Waterfront Residences and the 52-story Mandarin Oriental Residences. Known for delivering world-class entertainment, the ICONSIAM building includes the 3,000-seat True ICON Hall auditorium, the Icon Cineconic cinema and the Iconsiam Heritage Museum.

The smaller ICS Building features additional shopping and restaurants, as well as the 244-room Hilton Garden Inn Bangkok ICS hotel and resort. To illuminate the buildings' lavish designs, developers Siam Pivat, Magnolia Quality Development (MQDC) and Charoen Pokphand Group hired With Light Company to upgrade ICONSIAM's existing outdoor lighting system with a state-of-the-art lighting solution from HARMAN Professional Solutions.

“The client requested a one-of-a-kind lighting system to accentuate the gold and white colors of the ICONSIAM buildings,” said a spokesperson for With Light Company. “They needed high-quality lighting fixtures that could be placed at any angle. In addition, the lighting system had to be waterproof and dustproof. So, we designed a custom solution using Martin lighting fixtures.”

With Light Company equipped the ICONSIAM buildings with state-of-the-art Martin Exterior Wash 320, Exterior Wash 220 and Exterior Wash 120 lighting fixtures to create immersive lighting displays. The compact and energy-efficient Exterior Wash Series fixtures utilize separate 2700K and 6500K LEDs to deliver variable color temperature. A discreet, optional snoot integrates seamlessly with the slick design of the fixtures. Exterior Wash Series fixtures offer a wide selection of beam angles and are fully IP-rated for permanent outdoor use, making them an ideal solution for illuminating small to large-sized structures, buildings and bridges.



AKG

AMX

ESS

CROWN

dbx

JBL  
PROFESSIONAL

lexicon

Martin

Soundcraft

STUDER



“  
They needed high-quality lighting fixtures that could be placed at any angle. In addition, the lighting system had to be waterproof and dustproof.”



#### CONTACT

For PR Inquiries:  
David Glaubke  
Director, Public Relations  
HARMAN Professional Solutions  
david.glaubke@harman.com  
+1 (818) 895-3464 Office  
+1 (818) 470-7322 Mobile

#### FOR APAC

RV Ramachandran  
Marketing Director - Asia Pacific  
HARMAN Professional Solutions  
108 Pasir Panjang Road  
#02-08 Golden Agri Plaza  
Singapore 118535  
TEL No: +65-6870-5000  
DID No: +65-6870-5092  
Mobile: +65-9146-2464  
Email: RV.Ramachandran@harman.com

Exterior Wash Series fixtures are available in three sizes to fit any application. The Exterior Wash 320 offers powerful output with up to 15,100 lumens at full white, while the Exterior Wash 220 delivers up to 9,300 lumens and the Exterior Wash 120 offers up to 2,400 lumens for smaller applications.

“The buildings needed a custom lighting solution that would not only bring out the beauty of the ICONSIAM structures, but also create a pleasant atmosphere,” said a spokesperson for ICONSIAM. “Thanks to industry-leading equipment from HARMAN, we were able to achieve our goal and provide a stellar lighting experience for our guests.”

“HARMAN Professional Solutions is privileged to see Martin lighting fixtures providing state-of-the-art lighting experiences at ICONSIAM,” said Ramesh Jayaraman, VP & GM, HARMAN Professional Solutions, APAC. “We would like to thank With Light Company for using their exceptional design skills to ensure customer satisfaction and elevate visitor’s experiences.”

#### PRODUCTS USED

**MARTIN EXTERIOR WASH 320 LIGHTING FIXTURES**

**MARTIN EXTERIOR WASH 220 LIGHTING FIXTURES**

**MARTIN EXTERIOR WASH 120 LIGHTING FIXTURES**

#### ABOUT HARMAN

HARMAN (harman.com) designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 50 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia. In March 2017, HARMAN became a wholly-owned subsidiary of Samsung Electronics Co., Ltd.



© 2020 HARMAN International Industries, Incorporated. All rights reserved. Harman Kardon, Infinity, JBL, Lexicon and Mark Levinson are trademarks of HARMAN International Industries, Incorporated, registered in the United States and/or other countries. AKG is a trademark of AKG Acoustics GmbH, registered in the United States and/or other countries. Features, specifications and appearance are subject to change without notice.