



HO! HO! LO!

LED innovator Teddy Lo covers Hong Kong's Victoria Harbour waterfront with a façade-spanning, illuminated, holiday greeting.





For the past two years, a glittering sleigh bearing Santa Claus, pulled by a pair of prancing reindeer, has been sighted across the Hong Kong sky – intent on delivering gaily wrapped packages to deserving recipients below. No, there won't be any landings on nearby rooftops. This glowing image is actually a three-building-wide, electronic billboard with images depicted entirely by LEDs.

Created by Teddy Lo, a multi-talented entrepreneur who works exclusively in LEDs, the display was by Lo's LEDARTIST group partnering with Sino Land.

The trio of mega-scale animated LED façades cover the Tsim Sha Tsui Centre and the Empire Centre. Lo used sophisticated programming to choreograph movement and colours to direct the central figures to navigate through a changing background of snowflakes, candy canes, balloons and stars.

Lo, who maintains offices in Shanghai and New York as well as Hong Kong and is active in the international tech-art scene, also

designs commercial installations for retail (see 'Omega on LED Time'), yachts, office buildings, and residences. He studied design at the Art Center College of Design in Pasadena, Calif., and received a master's degree in lighting technology from the Queensland University of Technology in Australia. His LED artworks have been exhibited in shows held in New York, Frankfurt, Singapore and other international locations.

"Hong Kong's Christmas season starts in mid-November when shopping malls, hotels, and other commercial buildings switch on millions of bulbs for their seasonal lighting displays," Lo says. "Starting in 2009, some buildings began to adopt environmentally friendly illuminations in their design concept. The Tsim Sha Tsui Centre and the Empire Centre are the first buildings in Hong Kong to use LED lighting as Christmas decoration on exterior walls."

LED artist collaborated with LED supplier Traxon Technologies which used its customisation capabilities to implement Lo's concept. The combined project consists of more

than 18,000 Dot XL-6 LED fixtures and more than 100 Mesh RGB fixtures installed on the facades of the two building as well as on the connecting skywalk.

"Traxon's Dot XL-6 fixtures are mounted on a wire frame that is bent into the shape of the design," Lo explains. "The 4 x 16m installation of the Mesh RGB fixtures were mounted along the skywalk to display the season's greetings video content," he says.

Lo confirms that LED technology consumes 80 per cent less energy to implement the Victoria Harbour display, compared with a traditional incandescent light source system. ■

□ By **Vilma Barr**, a freelance writer based in Philadelphia and a regular contributor to *NZRetail*.

Above and opposite
Overlooking Hong Kong's Victoria Harbour waterfront, Santa Claus reigns supreme thanks to the creativity of Teddy Lo and his LEDARTIST team.