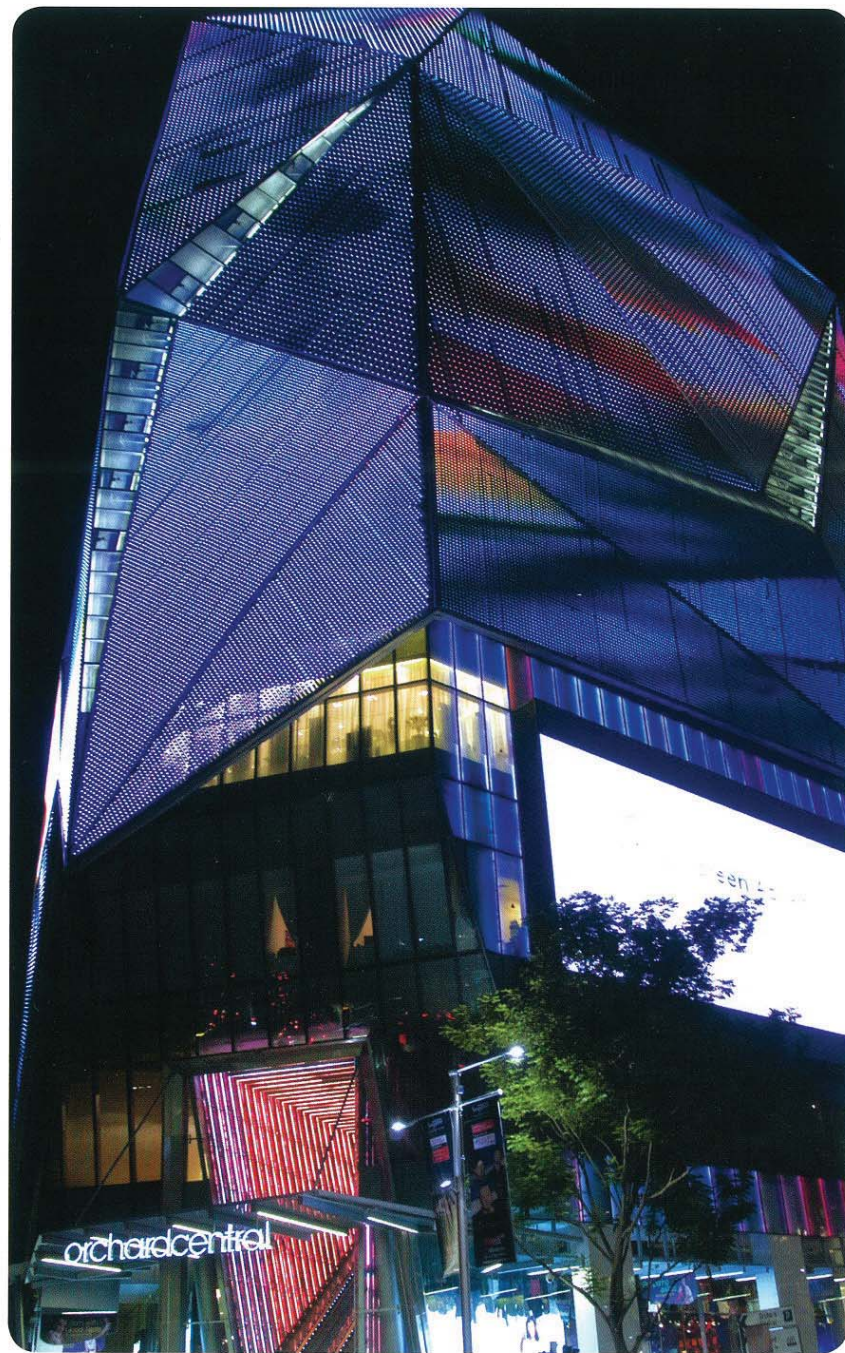


ORCHARD CENTRAL

- an urban mall for the new urban shopper



Developed by **Far East Organization**

Architectural Design by **DP Architects**

Lighting Fixtures Supplied by **Technolite**

Lighting Design by **Light Cibles**

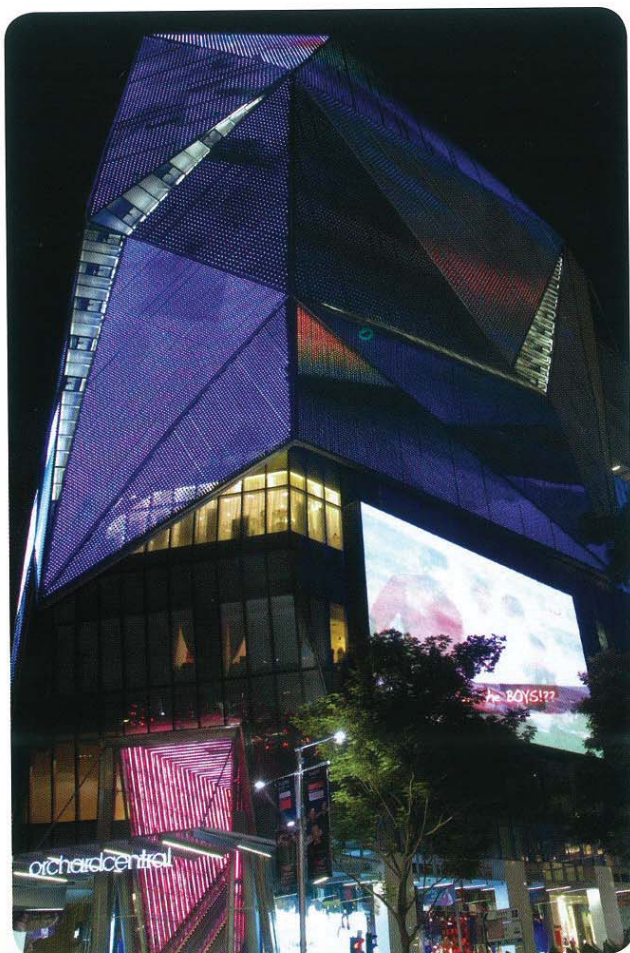
Lighting Director: **Emmanuel Clair**

Picture Credits: **Technolite**

Facing Singapore's undisputed premier shopping precinct and situated at the junction of Orchard Road and Killiney Road is Orchard Central, which proudly stands as the first and largest installation of an LED media wall of its kind in the world. Renouncing the conventional designs of existing shopping malls where retail outlets are accessible only upon entering the building and visiting atrium displays, Orchard Central will change the course of norms as being a new-generation retail destination.



The latest addition to Orchard Road's glitzy revamp, the Orchard Central spans an area of 36,000m² and is Singapore's first 'vertical mall' at 11 storeys above ground (plus two basement levels). DP Architects and Light Cibles collaboratively carried out the interior and lighting designs respectively. Superlative escalators and travellers facilitate shopper movement to the upper levels, therefore animating the frontage and adding to the sense of excitement. Another first among the malls in Singapore are three urban verandahs - outdoor 'green' balconies - that will overlook Orchard Road and are designed for alfresco dining for F&B outlets.



An Astounding Media Façade

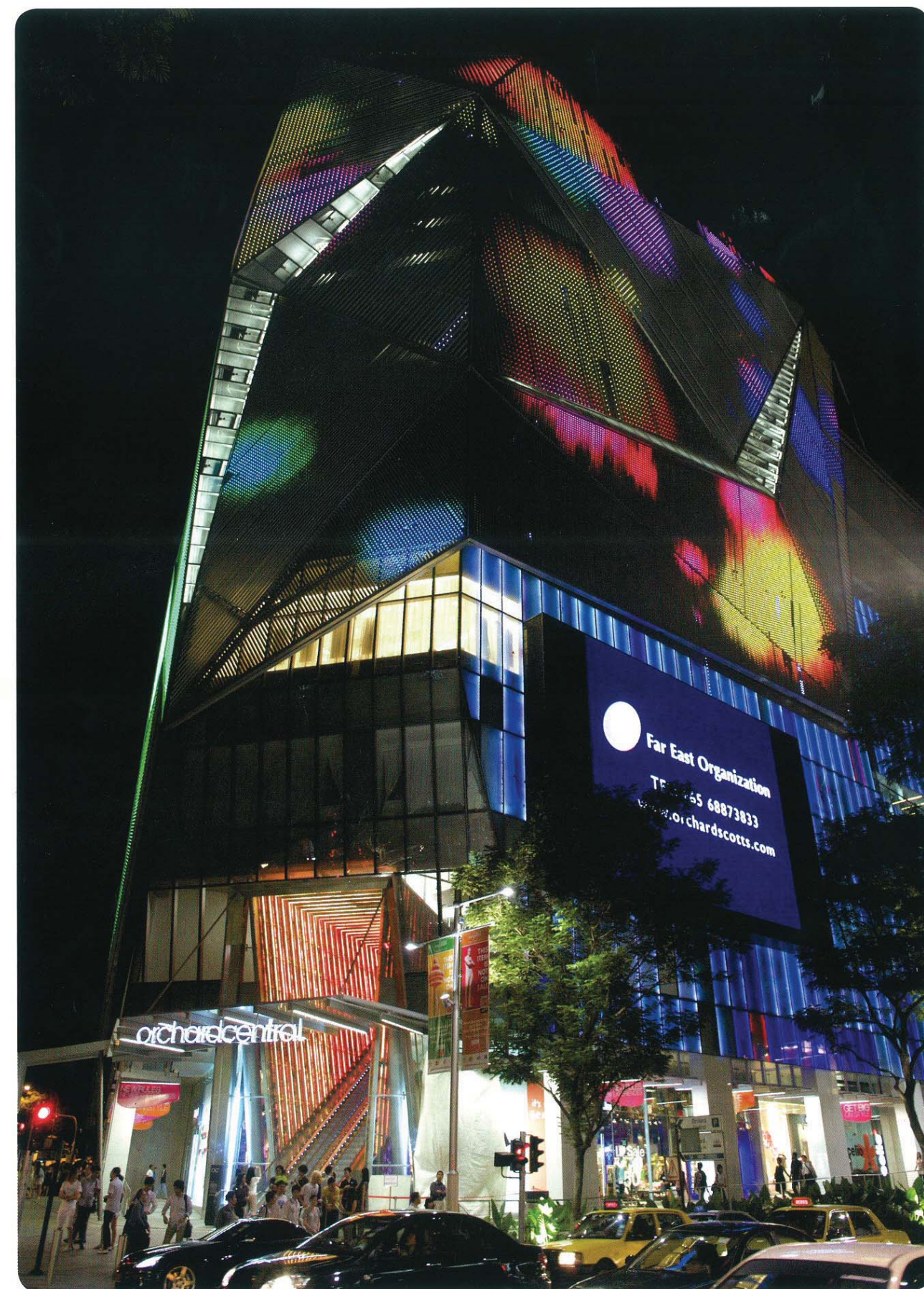
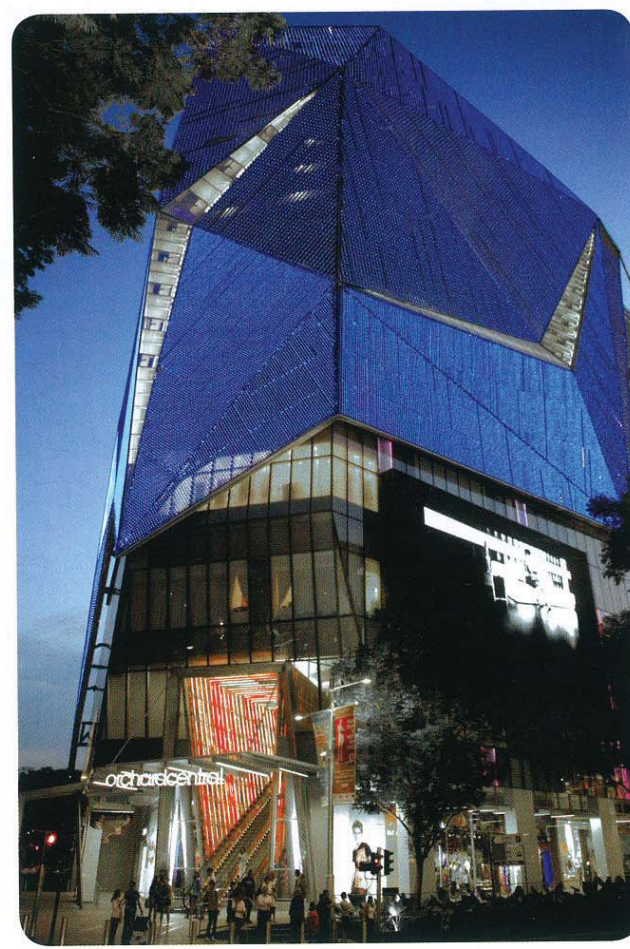
A key design element on the outer shell of the mall is the 11-storey-high *faceted membrane*, which functions as a gigantic media wall and stands as an iconic feature at the junction of Orchard Road and Killiney Road. Renowned French Lighting consultancy firm Light Cibles put in place the lighting concept of the 160 metre-long glossy façade and of some interior circulations areas.

The faceted membrane is installed with more than 80,000 nodes of LEDs and is an articulated corner of the building in metal louvres and mesh, which enables vibrant pre-programmed animation art as well as multimedia video. The media mesh covers the size of approximately 3200m² and forms Orchard Central's outer shell, where light plays an integral part of the architecture.

The lower part of the façade is lit along the edges with linear colour-changing LEDs, while on the upper part, the grand screen membrane in metal is composed of LEDs, with moderate density to allow natural daylight to penetrate into the parking area.

As the night falls, the LEDs are lighted up and images are formed on the screens. Three years of intensive studies and adjustments were required to attain the appropriate density of LEDs. This was also done according to energy efficiency and low cost requirements. In the interior, the play of light animates the glossy walls of the corridors.

The distinguished Orchard Central was officially opened to the public in June 2009 at its strategic location – embodying its retail concepts, new brands, new architectural and design forms, new ways of shopping and dining to new service standards.



"It will be a unique experience to be sitting outdoors, sipping a cup of coffee and watching the hustle and bustle of Orchard Road from several storeys up," said Mr. Bruce Ngam, Senior Associate, DP Architects. "This will add aural and visual vibrancy to the central stretch of Orchard Road. Think Times Square in New York. We hope it'll eventually become a recognisable landmark where people will meet."