



Connected LED lighting transforms a historic landmark

Founded in 1866 and located in the heart of the historic center of Guadalajara, the Degollado Theater, with its signature neoclassical architecture, is one of the best preserved theaters in Latin America.

“We wanted a lighting concept that respects the heritage and splendor of this iconic building, which represents the cultural identity of the city.”

Hugo Jáuregui Gómez, Lighting Designer

Customer challenge

Because the Degollado Theater is a historic building in the center of the city, it was important that the lighting honor the unique architecture of the structure while providing a cost-effective solution with easy control and management of the lighting installation. The goal for the project was not only to increase tourism in the area, but to use light as a basis for urban regeneration as well as a catalyst for new social and economic development.

Solution

The newly installed LED lighting system is a key element in the city council's plans to illuminate the historic center of Guadalajara and enhance the urban landscape in a more sustainable way. “Our innovative LED lighting system has successfully transformed an architectural monument into a nighttime landmark with low energy consumption,” says Hugo Jáuregui Gómez, lighting designer responsible for the technical and conceptual design of the project.

Interact – Making it happen

The Degollado Theater is the first building in Latin America to be equipped with Interact Landmark, cloud-based connected lighting management software that allows architectural LED lighting systems to be monitored, maintained, and managed from anywhere in the world over a standard internet connection. This

allows the Degollado Theater to be illuminated with white light to highlight the architectural features, or in a plethora of colors and dazzling light effects for various events or festivities. Content can be changed at any time using the Interact Landmark scene management software app.



Boosting tourism

Along with other new developments in Guadalajara,, the new connected LED lighting system for the Degollado Theater is expected to boost

tourism, increase visitor safety, and reduce energy consumption,



Lighting asset management

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

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



Master plan

Re-lighting the Degollado Theater was part of a master plan for Guadalajara, the goals of which include moving the city forward in the areas of

social cohesion, economic growth, sustainable development, and cultural identity.



Scene management

Attract attention and create memorable experiences with dynamic LED connected lighting and programmable light shows.

Align to time of day, season, festivals, or special events. Easy-to-use software lets you program and synchronize shows remotely over a cloud-based software dashboard or app on a mobile device.

Project details

- First building in Latin America with lighting managed by Interact Landmark
- LED lighting fixtures include eW Graze MX Powercore, ColorGraze MX4 Powercore, ColorBlast Powercore, and eW Blast Powercore from Philips Color Kinetics
 - Project designed and completed in collaboration with value-added partners Citelum & EGEA

 Find out how Interact can transform your business

www.interact-lighting.com/landmark

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