



Photo Courtesy of Pink Sparrow

PROJECT SNAPSHOT

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| Project Name: | Pink Sparrow Office Renovation Automated Staircase Design Brooklyn, NY |
| Location: | July 2020 |
| Project Installation: | Ellen Klein |
| Design Director: | Morgan Whipple |
| Senior Designer: | Kelsey Jennings |
| Drafting Manager: | Paul Underwood |
| Electrician: | Stephen Rafter |
| Automation/Electrics: | Jack Rodgers |
| CNC Machinist: | QolorFLEX® NuNeon™ (8 reels) |
| City Theatrical Solution: | |



[Pink Sparrow](#) is a forward-thinking design and fabrication shop specializing in experiential environments. Partnering with top-tier agencies and brands, Pink Sparrow creates the best platforms for messages by producing high-quality, impactful environments for marketing events, pop-ups, mobile tours, retail, trade shows, and more. With over 40,000 s.f. of fabrication space across Brooklyn and Los Angeles, our multidisciplinary team of industry experts is equipped to make any sized vision a reality.

CHALLENGES

The Pink Sparrow team is constantly evolving the look and feel of their office space to cultivate creativity and exemplify their brand's personality and the quality of products they design and install. At the Brooklyn office, the internal staircase provided the opportunity to showcase the team's expertise in LED lighting products in a playful way that could inspire clients visiting the shop, and demonstrate how certain design elements, like linear LED lighting, and techniques can be applied to an experiential activation.

With a design encompassing a collection of symbols that represent facets of the shop's unique culture, such as a CRUSHING IT! Hand to celebrate hard work, the Pink Sparrow team sought an LED tape solution that would look as bold and bright as traditional neon, with the LED benefits of ease of use, color-changing automation, and interactivity.

SOLUTION

City Theatrical's QolorFLEX NuNeon was selected as the solution to create the staircase design installation at Pink Sparrow's Brooklyn office. QolorFLEX NuNeon types used to create this installation include: 20 meters of RGB, 5 meters of Green, 10 meters of Cool White, 10 meters of Neutral White, and 10 meters of Warm White.

“We choose QolorFLEX NuNeon because of its ease of use, the quality and aesthetic of the final product, and the competitive pricing offered by City Theatrical. They have great customer service and quality control for all of their products.”

- Paul Underwood, Electrician, Pink Sparrow

