

Nominees of the viscom Best Practice Award Light Advertising

New Yorker

Sign system at NEW YORKER in Braunschweig

Goslar-based Neon Pahl built the main illuminated sign above the entrance of the New Yorker flagship store in Braunschweig.

New Yorker and Braunschweig – a link with a long tradition

For many years now New Yorker and the Braunschweig region have enjoyed a close relationship. By opening its new flagship store, New Yorker has started a new chapter in the town where the success story began. From its base in Braunschweig, New Yorker has developed into an internationally recognised and innovative young-fashion brand. With a total sales area of 3,069 square metres spread over five storeys, the store is one of the largest in the world. It has an impressive new store design concept featuring numerous light, sound and IT innovations. This gives customers a unique shopping experience which is hard to describe in words.

A striking feature of the flagship store - and one which is visible even from a distance - is the 85 square metre LED wall above the entrance, one of the largest of its kind in Europe. Evoking images of Times Square and Piccadilly Circus, the LED wall serves as an information platform. The latest fashion trends and also global news and events in the fields of arts, sports and music are displayed during opening hours from 9.00 to 20.00.

The illuminated sign system by Neon Pahl - literally a "highlight"

The sign strikingly brings out the futuristic design of the building. The colours and the contrast between the façade and the sign lend the New Yorker flagship store its characteristic eye-catching appearance which is visible and striking even from a distance. The message certainly reaches its target. The New Yorker store stands out amongst the competition. The sign system provides impressive advertising for the Braunschweig-based chain.

Technical specifications

This sign system uses profile 8 **LED luminous lettering**, requiring a special design for the construction of the individual letters. The height of the letter "Y" is 1,850 mm. The inscription is 7,531 mm in length in total. The depth varies between 120 and 453 mm as a result of the special construction.

The **rear panel** of the sign consists of curved 2 mm thick aluminium sheet (radius 2,115 mm).

The **frame** and **mirror** are made from 4 mm-thick red plexiglass with internal bracing made from clear fibreglass strips. The inside of the frame is painted and, following the specified radius, is structured at the back.

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The **illumination** is provided by LED technology. The individual letters are fitted with a carrier board made from 5 mm-thick milled PVC. The red lighting effect is created by 630 power LEDs. A total of 63 metres of LED tubing was used.

Special challenge of the letter construction

The main design difficulty in constructing this system lay in the fact that the front line of the sign lettering is a straight line whereas the sub-structure is convex in form.

This meant that each letter had to be produced individually at the Neon Pahl plant, and was made from different numbers of parts, all of which had to be made to the precise specifications of a design drawing. The difficulty was to integrate the curvature into the letters to create a flush line of illuminated letters at the front.

Our design department broke down each individual letter into different parts, with precise dimensions being worked out for each part. The letter "N", for instance, consists of ten separate parts. Maximum precision was then required to ensure that a letter emerged from the individual parts which fit perfectly into its position within the inscription to produce a straight line at the front of the illuminated letters.

A sign system with a message

There are several reasons why this sign functions so well as an advertising system.

First of all is the impressive overall effect. A visit to the New Yorker store in Braunschweig is worthwhile for two reasons: for the shopping experience and for the cosmopolitan flair generated by the architecture and the sign system.

The size and the brightness of the sign make it impossible to miss. The sign attracts shoppers like a magnet. Which means that the goal has been achieved: maximum attention for the New Yorker flagship store.

For us at Neon Pahl who had the honour of constructing this wonderful system, the main challenge lay in the technical and design aspects. Here Neon Pahl has once again succeeded in demonstrating its expertise and the high standards of its production workshop in Goslar. The sign is entirely MADE IN GERMANY. A fact we are more than proud of.