

February 2012 edition

::: Light-art in Times Square, New York City, with LED from Hansen :::
+++ LED Pipe and DMX Interface +++

LED technology from Haselund to New York City



On 6. February 2012 the day had finally come and with excitement the event was followed via webcam:

For the art project BIG Heart in Times Square, New York City, a total of 90 LED Pipes and a DMX interface from Hansen Neon GmbH had been installed.

After an enquiry just before Christmas 2011 from Austrian light designer Helmut Streitler for illuminated tubes for an art project on Valentines Day in New York, the order was completed by mid-January 2012. Our newcomer from 2011 - the **LED Pipe** - was chosen for the job.

• The “Heart” made from LED Pipe

The 90 **LED Pipes** - installed as part of the artwork - are made from white acrylic tubes illuminated with red LEDs. Produced in a variety of different lengths and placed vertically, the result is a three-dimensional heart.

• The “Heartbeat” through DMX control

The **dimnable LED converters** and **DMX controller** specially developed for this project brings the heart to life. In this way we implemented the animated artwork optically, from drawing board to reality.

Activated through a large “Touch-Me-Button” the heart lights up in a bright red and starts to beat.



• Specially made for 110 Volt

The project was a real challenge for the development team: Suitable for installation in the US with 110 Volt input, every LED Pipe was required to have a 5 meter transparent cable connection and be rated **IP65**. These were the requirements of the artwork.

Technical details:

90 x **LED Pipe (IP65)**, diameter : 38 mm
Various lengths (from 176mm to 1.705mm)
5m transparent cable connection per length.

Total length 96,20m

Acrylic color : white
LED type : Standard red
LED distance : 22mm

Specially made for 110 Volt input :

20 x **LED converter** 50mA/990V D (110 V input)
110 Volt~ -> 990 Volt = dimmable via 0-10 V

Specially made for 110 Volt input :

1 x **DMX interface** 0-10 V, 7 channels

• Customer specified solutions is our specialty!

Development and production based on customer requirements and specifications is one of our main strenghts. A fact appreciated by customers worldwide.

This extraordinary, specially tailored project was finished on time and left our production in Haselund on 17. Januar 2012.

The end result is well worth a look :

From 6. February through 29. February 2012 the **BIG Heart** with LED technology **made in Germany** was on show in Times Square, New York City.

Through several webcams the heart could be observed day and night. Curious passers-by frequently interacted with the artwork, making it light up and beat.

The heart was used by bridal couples, and reported on by several new agencies.

A succesful “living” piece of art, for which we had the opportunity to make our contribution!

After 29. February 2012 the heart is scheduled to find a more permanent home in a museum. We will follow its travels in the future and look forward to more exciting challenges.

As shown through this example, customized production is no problem. On the contrary, we specialize in individual, customer specified solutions and we look forward to your challenge.

We illuminate your ideas!

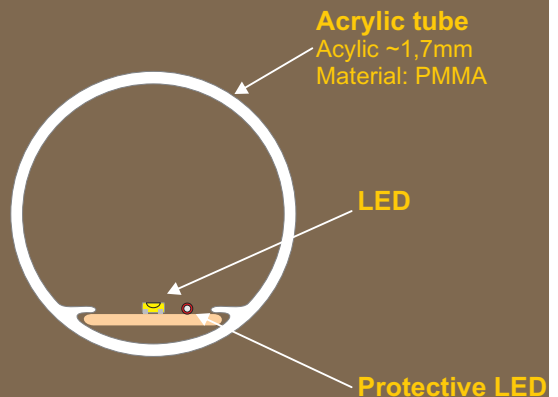


Best regards from
The Hansen Team

LED Pipe as light-art



LED Pipe
Outer diameter 38 mm



Additional information on the **LED Pipe** is available at www.hansen-neon.com

Links :

- > [Von Haselund nach New York](#)
- > [Website Times Square NY](#)
- > [Giant Heart Times Square](#)
- > [Channel One Video](#)
- > [ibtimes](#)

Please note that the above are external links. Hansen Neon GmbH is not responsible for the content of these sites.