




Photo Courtesy of
Louis Cherry Architecture.

PROJECT SNAPSHOT

Project Name:	QolorFLEX LED Tape Natural White for Retail at Courtside in Crabtree Valley Mall	 Based out of Raleigh, North Carolina, Design Dimension Inc. designs, fabricates and installs spaces that are intentional, impactful, educational, innovative, playful, and community-driven. Design Dimension has used QolorFLEX LED Tape for multiple installations around North Carolina, including retail, experiential, and commercial.
Location:	Raleigh, North Carolina	
Installation Completion:	January 2024	
Lighting Design/Fabrication:	Design Dimension Inc.	
Project Lead:	Andrew Domanski	
City Theatrical Solution(s):	QolorFLEX LED Tape , 12V Natural White – 21 reels, QolorFLEX 5x8A Dimmer , 2 units, QolorFLEX Connect 10 , 2 units, Power Supplies , and QolorFLEX Accessories including: Power Cord, Terminal Block Connectors, 2-Conductor Cable	

Q&A WITH ANDREW DOMANSKI

City Theatrical (CT): Hi Andrew! Can you tell us about the unique challenges for this Courtside retail project?

Andrew Domanski (AD): I would say the most challenging aspect of the project was to make such a large display that when finished would not show a single fastener or screw. It was difficult but we got creative with how the shelves were affixed and how all the casework came together. Also, we were not the only firm building casework in the space. We had to coordinate with the other firms to ensure all our product would match and look cohesive in the space. In the end, the finished product was well worth the trouble.

CT: What was the vision for this design?

AD: The overall vision and aesthetic design were provided by [Louis Cherry Architecture](#). We were tasked with creating a structural drawing set for how the shoe display would be constructed including how all the shelves would be affixed and illuminated. Once all that was figured out we set ourselves to build and install the display.

CT: Did any elements affect the installation?

AD: Usually with our type of work, we like to be the last people into a space. That provides far fewer chances of it getting



Photos (above and middle) Courtesy of Louis Cherry Architecture.



dirty or damaged. However, with this type of renovation, including the tight timeline and trades involved, we had to install parts of the display while the space was still very much under construction.

CT: What was your process for setting up the acrylic shoe platforms?

AD: Instead of trying to light each shelf individually, we opted to run strands of LEDs behind each horizontal row of shelves. It worked out dimension-wise, such that each row was almost perfectly two reels of QolorFLEX LED Tape in 12V Natural White. I opted not to go for the most bright tape available, due to the size of this display. Yes, we could have dimmed it, and ended up needing to anyway, but with 20 reels of LED tape illuminating 278 acrylic shelves, it is a lot of light in a small retail space. We didn't want to blind shoppers as they entered the store! The shelves themselves are 3/4" acrylic that is bonded / welded to a 3/8" acrylic backer that has a layer of specialized diffusing acrylic attached to it. This allowed us to keep the LED tape close to the back of the shelves for maximum light transmission while eliminating hot spots.

CT: Did any unique testing go into choosing QolorFLEX?

AD: We made a simple mock up of one shelf with the necessary substructure behind the finished front panel to properly test the LED tape. We used this model to set the distance of the QolorFLEX LED Tape back from the shelf as well as test brightness and hot spot elimination.

CT: What was it like to work with QolorFLEX?

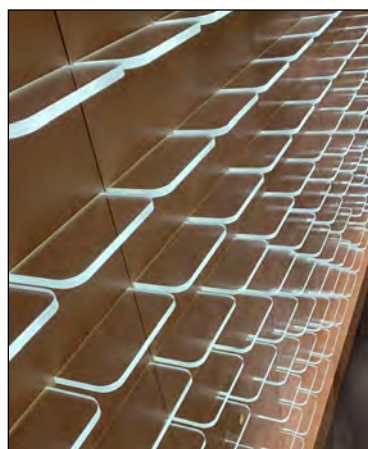
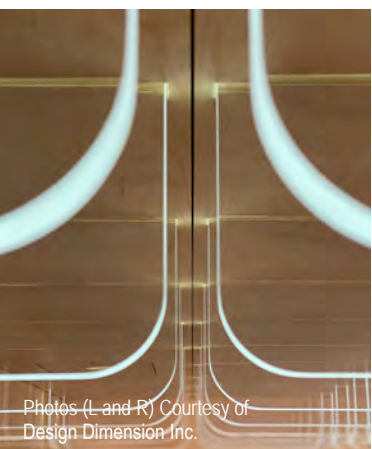
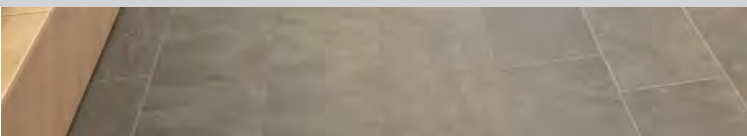
AD: QolorFLEX is always a pleasure to work with. It is simple and easy to install, especially in this case, with simple, straight runs. We worked with City Theatrical to make sure any issues were mitigated, and it was a successful project for our client, and enjoyable retail experience for their customers.

For more information on QolorFLEX, visit: www.citytheatrical.com/qolorflex



"QolorFLEX is always a pleasure to work with. It is simple and easy to install, especially in this case, with simple, straight runs."

- Andrew Domanski, Senior Fabricator/Designer, Design Dimension Inc.



Photos (L and R) Courtesy of Design Dimension Inc.