



Photo Courtesy of Pink Sparrow

PROJECT SNAPSHOT

Project Name:	Event Signage using QolorFLEX NuNeon
Event:	Marriott Bonvoy American Express Back to Business
Venue / Location:	SLS Hotel, a Luxury Collection Hotel, Beverly Hills, California
Event Date:	November 2022
Client / Designer:	Karlitz & Co.
Fabricator:	Pink Sparrow
Tech Department Manager:	Rowdy Hanson
City Theatrical Solution:	QolorFLEX NuNeon®, Tunable White HiQ High CRI (40 reels)

CHALLENGES

The Pink Sparrow team cultivates creativity and exemplifies their clients' unique brand personalities in the high quality lighting products they fabricate and install. The Los Angeles-based team had the opportunity to showcase their expertise in LED lighting products by creating a series of branded event signage and architectural accent lighting for the Marriott Bonvoy American Express | Back to Business event at the SLS Hotel in Beverly Hills, California, for their client and designer, Karlitz & Co. The design encompassed smooth compact lighting to form to a curved wall, half round bars, and corporate logo-shaped neon signs with tight bends in cursive writing that could also be temperature adjusted to match the lighting at the venue. The Pink Sparrow team sought an LED tape solution that would look as bold and bright as traditional neon for these components of the design, with the LED benefits of ease of use, LED color matching, and High CRI quality for on-camera opportunities.



[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, their multidisciplinary team of industry experts is equipped to make any sized vision a reality.

SOLUTION

City Theatrical's QolorFLEX NuNeon was selected as the solution to create the event signage designs that were installed at the Marriott Bonvoy American Express event in Beverly Hills. Forty reels of QolorFLEX NuNeon, Tunable White HiQ High CRI was used to complete this installation, which ranged from the corporate sponsors branded signage to architectural accents around the hotel's hallways, bars, and eateries.

"The challenge for this event was building smooth, compact lights into curved walls and precise signage to represent iconic brands. We used QolorFLEX NuNeon, Tunable White HiQ linear lighting and it worked out great."

- Rowdy Hanson, Tech Department Manager, Pink Sparrow



Photos Courtesy of Pink Sparrow

SOLUTION *(Continued)*

This project also required the linear architectural lighting accents to be installed on site. The Pink Sparrow team fabricated the hallway, bar, and eatery lighting with the fewest amount of cut points possible to ensure an efficient installation in the hotel venue. They also pre-cut channels into the wood where the QolorFLEX NuNeon, Tunable White HiQ High CRI tape would be mounted, such that each tape could be mounted easily with only a few glue points per reel. This method allowed the linear lighting to held well and made the installation go swiftly during the tight timeline before the event.



“Another challenge was getting the QolorFLEX NuNeon linear lighting to look as seamless as possible, with as few cut points as possible for an easy on site installation. By cutting channels in the wooden installation areas in advance, we were able to install the 40 reels of QolorFLEX NuNeon swiftly, to maximize efficiency for hotel operations.”

- Rowdy Hanson, Tech Department Manager, Pink Sparrow



[QolorFLEX NuNeon,
Tunable White HiQ High CRI](#)

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