

Showcase

Krispy Kreme Flagship Store

New York City, NY, U.S.A.



Krispy Kreme Doughnut Corporation recently opened its flagship store in Times Square, New York City, and the 4,500 square foot store is said to be just as special as the doughnuts themselves – it is fresh, one-of-a-kind, and a truly unique experience for all.

The first-of-its-kind location opened in mid-September and features a 24/7 walk-up window located street side, a two-foot tall glaze waterfall, and stadium-style seating to watch the magic happen! In addition to being able to witness the doughnut making process firsthand, visitors can also purchase the Big Apple doughnut, exclusively available in Times Square, while leaving with their own Krispy Kreme swag.

The first thing guests may notice about the store is the heavenly smell of freshly baked doughnuts, but what catches their eye first is the lighting and design of the space. Not only does the storefront display impossible to miss signage, but the interior ceiling boasts a decorative light-up conveyor belt meant to mimic the real thing, and dynamically backlit donut hole panels along the soffits.

To bring this visual masterpiece to life, Krispy Kreme and lighting designer, Amy Laughead-Riese, teamed with Traxon e:cue for both product and control assistance. Traxon's Allegro Dot S RGBW illuminates the donut hole panels, while e:cue's SYMPL Modular Controller Range controls both Traxon and 3rd party products located within the store. And, as a result of these installations, all the lights can be adjusted at the drop of a hat, displaying dynamic light shows and different color scenes throughout the store.

Traxon Technologies

For more information, please visit www.osram.us/traxon
Or email us at information.traxon@traxontechnologies.com

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Our Brands

traxon e:cue

Featured Product



Allegro Dot S RGBW

Methods of Control



SYMPL Core S, SYMPL DMX, SYMPL Input Node, SYMPL Serial Node, SYMPHOLIGHT

Project Details

Category:

Retail

Location:

New York City, NY

Client:

Krispy Kreme Doughnut Corporation

Lighting Designer:

Amy Laughead-Riese

Programmer:

Traxon e:cue

Completion Date:

September 2020

OSRAM