

McWong and LA Lighting Collaborate to Light Up Innovative Car Culture Event Space

Showcasing the best and most unique automobiles while creating a vibrant ambience for Auto Conduct’s exhibitions, events and storage complex challenged the best of LA Lighting and McWong International’s product portfolios and expertise. The result? A unique LED lighting installation with fingertip wireless control for light level and white color tuning.

Background

Car culture is alive and well in Los Angeles, fueled by the creative vision of organizations like [Auto Conduct](#). This company has created a unique, one-acre car exhibition, event and storage complex in DTLA (downtown LA) with year-round events for auto enthusiasts of all kinds. When the company began work on the complex’s 10,000-square foot storage facility, [AC BUNKER](#), they were looking for innovative lighting solutions to highlight the exceptional vehicles that would be rolling through the facility. Partnering with All-Phase Electric Supply for product support and distribution, LA Lighting and McWong International created an LED lighting system, controlled by a Bluetooth mesh wireless network (TruBlu, developed by McWong and its technology partner Silvair), to bring the Auto Conduct space to life.



Showcasing the Auto

To create a responsive lighting system capable of showcasing a range of vehicles during different times of day and night, the project team created a flexible, white-tunable LED lighting system with embedded Bluetooth mesh controls in each fixture. In total, the project included 48 of L.A. Lighting’s 8-ft STW100 surface-mounted LED luminaires with TruBlu Bluetooth mesh controllers installed at their Los Angeles factory. The project team designed the control network in advance of installation, using the TruBlu web portal, to determine how the fixtures would be positioned in the warehouse space and where wireless wall switches would be located to provide manual control.

After close consultation with All-Phase and the end user, a total of 12 lighting zones were created with four luminaires in each zone. Each zone as well as each fixture can be controlled independently from the TruBlu mobile app. Two wireless switches were installed at opposite ends of the event space for convenient white tuning, manual ON/OFF and dimming control.

The LA Lighting fixtures are white tunable from 2700 – 6500K, and their integrated McWong TruBlu controllers enable event managers to highlight specific zones or individual fixtures with color changes within this range.

Facility events range from special model launch events to community toy drives and “roll in” events for car clubs. Auto





enthusiasts may also lease storage space at the AC BUNKER facility.

Fingertip Control at the Wheel

One of the key drivers for selecting a wireless control system was the ability of event producers to effortlessly change the ambience of the event with light level and white tuning on a moment's notice. Ezekiel Wheeler, Auto Conduct's Founder and CEO, notes, "We wanted to instantly change the mood of an event or be able to showcase a specific area of the floor for a specific vehicle. The goal was to make anyone's car feel special. This system allows us to do just that."

Event producers can access specific pre-set control scenarios that include white tuning and light level changes from the mobile app. Currently, the pre-set scenarios at the wireless switches provide white tuning, manual ON/OFF and dimming controls for individuals who do not have access to the project via the web or mobile apps.

About Auto Conduct

Auto Conduct is a car culture community experience company that started in 2017 as a monthly nomadic pop-up car show in Los Angeles, California. Today, Auto Conduct has expanded its community touchpoints to include not only car meets, but an online media presence, a one-acre, 30,000+ sq.ft. complex of buildings. Visit www.autoconduct.com to experience more or www.acbunker.com for car storage information.



McWong International, based in Sacramento, California since 1984, marries its historic expertise in lighting and control components with advanced wireless control technologies to offer future-proof networked lighting control solutions. For more information, visit www.mcwonginc.com.



LA Lighting is a leading American manufacturer of commercial and industrial luminaires. Known for its quality products, short lead times, and BAA-Compliant fixtures, the company offers a standard product line, modified products, retrofit solutions, and custom luminaires. For more information, visit www.lalighting.com.



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