



Miro Cubes Light The Rare And Luxurious On The Miracle Mile

To the delight of classic car lovers everywhere the Petersen Automotive Museum, which anchors Los Angeles' famed Miracle Mile, just had its grand re-opening after undergoing a \$125MM renovation over the past 12 months. To properly illuminate the rare and luxurious vehicles inside the famed museum, the renovation necessitated a complete overhaul of the lighting system and controls. The project utilized a total of 850 Miro Cube WNC fixtures, six color-mixing Miro Cube 4C fixtures and nearly two miles of Rosco DMX Data Track to illuminate the exotic cars on display.



The Scenic Route undertook the management of the renovation, along with the integration of all its design elements. According to Ron Gould, Creative Director at The Scenic Route, their goal was to give the museum the future-proof solutions and technology required to create a dynamic environment that would allow them the flexibility to constantly move and shift their exhibits as-needed.



Perhaps the most important aspect of the design strategy was the decision to install a broad grid comprised of Rosco DMX Data Track above all three floors of the museum. The Rosco Data Track allows easy, streamlined installation of Rosco's Miro and Braq Cube LED fixtures by combining power and DMX control into one single track. Frank Janesh, Project Manager for The Scenic Route, commented about that strategy: "This grid allows the ultimate flexibility in placement of lighting fixtures, which will complement the museum's plans to rotate cars into/out of the exhibit. In addition, ongoing special events in the 1st floor promenade can be illuminated easily and in-step with the museum's overall lighting design using Rosco Miro Cubes."



Lighting Designer - Chris Werner

Chris Werner Design was selected to create the lighting scheme for the museum. When asked about specific lighting design challenges presented by the Petersen Automotive Museum project, lighting designer Chris Werner referenced a number of issues including the avoidance of glare when illuminating the highly reflective car surfaces and allowing close visitor interaction to the exhibits without compromising the effective illumination. Werner noted that his concept for the lighting system necessitated LED-based, individually addressable, track mountable fixtures that were lightweight and easy to move around the space. Other critical features included tunable color-temperature, flicker-free dimming and complete beam shaping capabilities.



Given the dynamic environment requirements sought by The Scenic Route and the design aesthetic envisioned by Chris Werner, Rosco's Miro Cube WNC, coupled with their DMX Data Track, quickly presented itself as the best solution to fulfill all of the project's requirements. The mix of Warm, Neutral and Cool white LEDs inside the Miro Cube WNC provided a rich color spectrum that allows the cars and exhibit pieces to really dazzle the museum's visitors. The WNC will also provide the museum's design staff the capability to change the color temperature in order to fit the ever-changing needs of its exhibits. The fixture's convenient track mounting capability, individual DMX addressability, and lightweight & compact form-factor make the Rosco Miro Cube an extremely nimble light source that lends flexibility to the museum as its exhibits change in the future.



Thanks to the efforts of Peter Rogers at Forman & Associates, a series of resoundingly successful lighting mockups confirmed that the Rosco Miro Cube WNC would perform well in the museum's various venues. This led to the Miro Cube's specification throughout the Petersen Automotive Museum - making it one of Rosco's most prominent light fixture installations to date. All of the Miro Cubes are now working effortlessly to illuminate the Petersen Automotive Museum's exhibit spaces and the iconic automobiles they contain.



Do you have a museum or exhibit renovation in your future? Contact Rosco or visit the Miro Cube webpage to learn more about how the features of this versatile LED fixture can benefit your upcoming project.