



FRACTAL FACADES  
LIGHTING SOLUTIONS



# PROJECT PORTFOLIO

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INNOVATIVE  
CREATIVE  
UNIQUE

# RETAIL SHOP FRONT LIGHTING



Lululemon sells its products internationally in 491 stores as well as online. Fractal was commissioned to supply and install **960m** of led strips for the facade on the store front in Dubai Mall. Furthermore, the programming of the LEDs to create an elegant display of sparkling patterns on the facade was also done.



Scan for  
site footage



# BUILDING FACADE LIGHTING



The project comprised of **LED Facade and Roof Lighting Solutions** for Dubai Chamber Head Office located in Deira Dubai along the Dubai Creek.

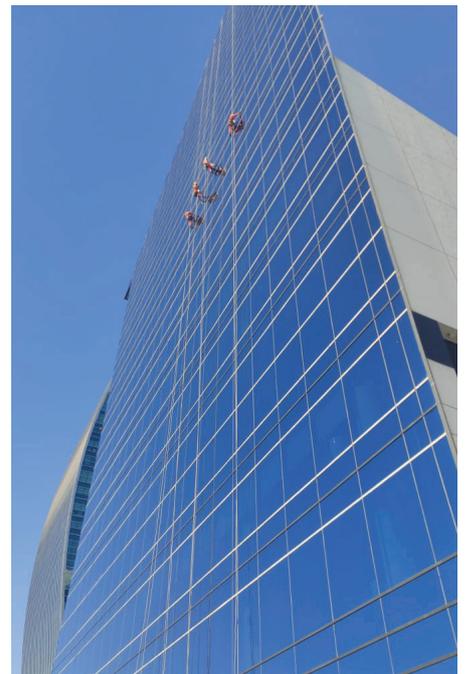


The project indeed holds a special place in the entire fractal family as it marks the beginning of a new era of milestones for Fractal.



Scan for work in progress video

Fractal Systems provided a permanent outdoor lighting solution with **10 years warranty** on the hardware installation.



2660

meters long Facade LED

4717

meters of power cables

5388

Pixel dot roof LED

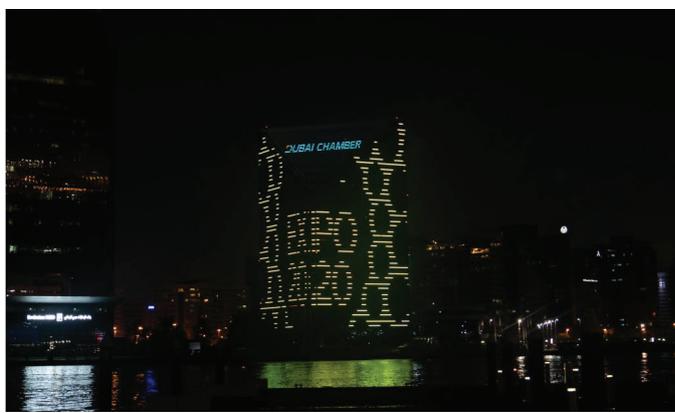
6824

meters of data cables

# BUILDING FACADE LIGHTING

We specialize in LED Lighting Solutions custom made to fit our customer needs.

Fractal Systems designed and manufactured **Custom** LED Mounting Profiles, Structures and Cable Trays to have the lights and cables expertly concealed into the building's existing facade.



We deliver **Turnkey Lighting Solutions** as a result of numerous partnerships with industry leading brands which saves the customer from all the hassle.

Fractal Systems also offers Long-Term **Maintenance Contracts** to make sure our customers enjoy a seamless experience with our technology installations.



Over **10 kms** of cabling was completed with more than **700** different **Waterproof Connections**, custom cable management and data routing infrastructure was developed.

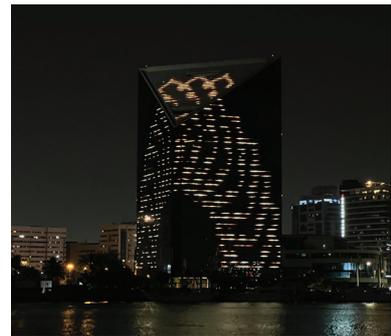
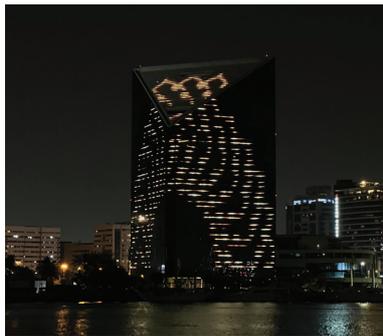
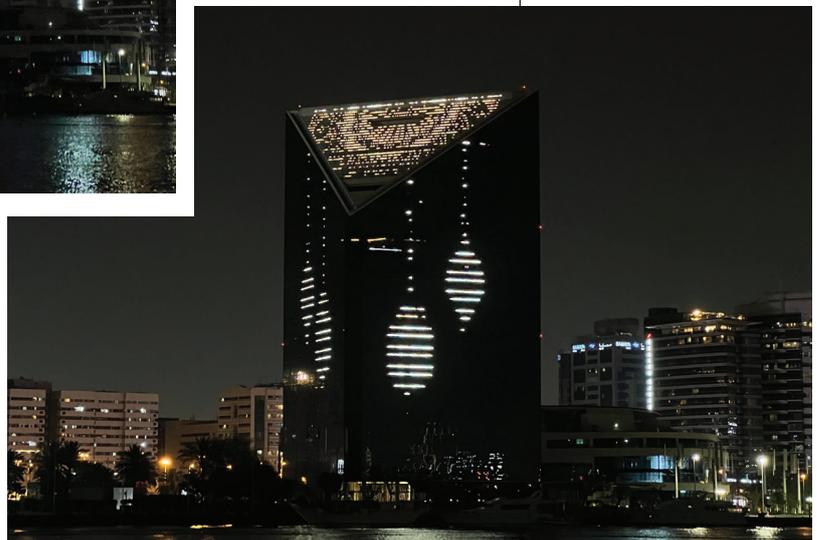




Scan for  
completed project  
video



Fractal Systems offered a **Comprehensive Internal Wiring**, cable containment and electrical modification solution to allow smooth operation and maintenance of the lighting systems



We also provide custom **Content Creation** and **Programming** Solutions, allowing the hardware to be used to its highest potential



# ARTISTIC OUTRDOOR LIGHTING DESIGN

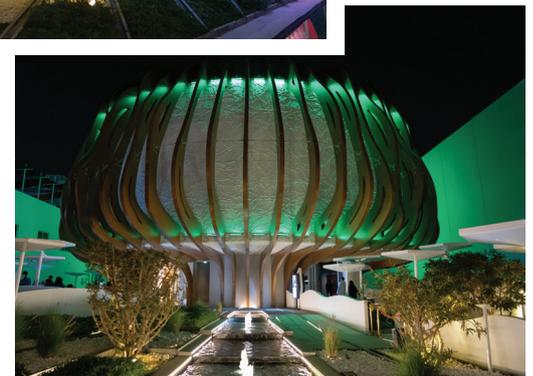
Fractal provides comprehensive **turnkey lighting solutions**. From installation of lights to programming and content scenarios to post completion maintenance contracts, we do it all.



Fractal deployed its team of experts for **Programming and Content Scenarios** of the outdoor lighting on Oman Pavilion in EXPO 2020.



Scan for  
completed project  
video

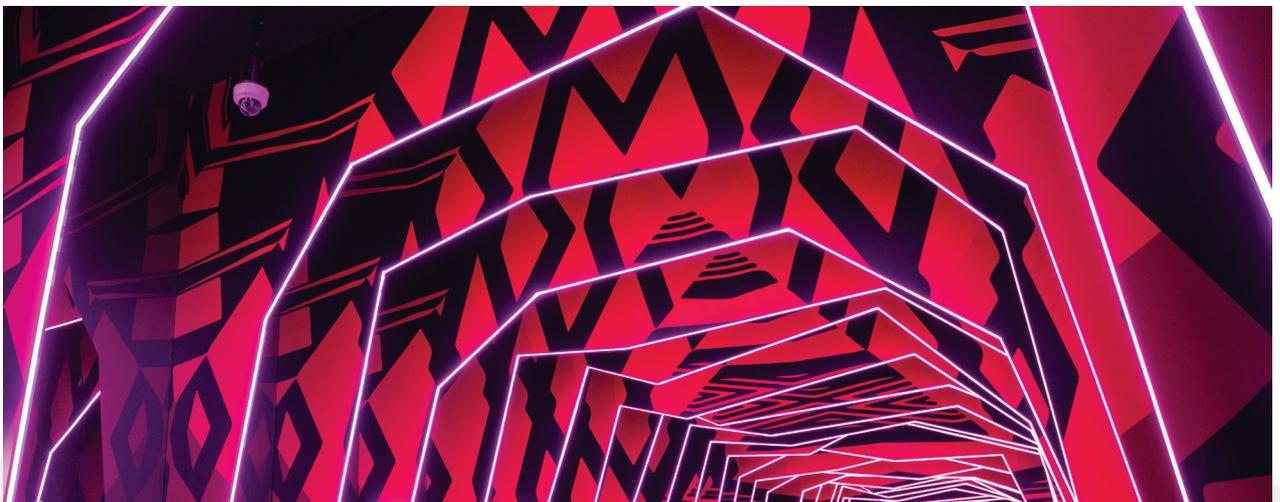


# ARTISTIC OUTRDOOR LIGHTING DESIGN



Fractal provides **indoors and outdoors** lighting solutions tailor-made to match the requirements of our clients.

Immersive walk way lined with LED lights to create an ambience to capture the heritage of caves of Australia at the Australian Pavilion at EXPO 2020.



EXPO



# INDOOR AND OUTDOOR LED INSTALLATIONS

We specialize in LED Display installation for both indoor and outdoor use.

We handle the full project delivery starting from the technical study & design, all the way until the execution & operation of these Displays.

Each LED Display is customized depending on the client's needs & requirements. Another vital part of our work is development of the Content that appears on the LED Displays.



Fractal Systems delivered a **42 SQM** LED Display for the Ministry of Climate Change and Environment Head Office.



Fractal offers a turnkey solution making us a unique partner in the Digital Signage industry. The installation is divided into two **7m x 2m** LED P4mm Indoor Displays placed inside the building lobby.



A massive **15.5m x 6.6m** Outdoor LED P16mm installation for Fujairah Mall. This impressive LED Display is perfect for installation Outdoors as it is heavy-duty, climate resistant, and extremely bright allowing for viewing from a long distance.



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**FRACTAL FACADES**  
L I G H T I N G   S O L U T I O N S



Phone: +971 4 422 7929  
C49, Dubai Production City,  
United Arab Emirates