



Chase Bank

- 1 Linear blue LED strips contrast with white HPS streetlights.
- 2 In-grade LED uplights are installed in raised concrete boxes to preserve the integrity of the existing structure.
- 3 CMH bullet lights hidden within the awnings create pools of light on the sidewalk.
- 4 Interior LED uplights concealed between the windows and drapes frame the windows in blue.



“Branding” a building is a lot tougher than expressing a company’s image on paper or through a website. After all, buildings are part of the existing landscape, not a tabula rasa. Such was the challenge for Lighting Design Alliance when designing exterior lighting for Chase Bank. “Chase contracted with us to do blue façade lighting on high-profile Chase branches all over the country, including some in the New York area,” says firm principal Andrew Powell. At the Bensonhurst branch in Brooklyn, there was concern about how the new blue would mesh with the existing high-pressure sodium streetlights. “Mock-ups showed that the blue LED lighting would still be effective. With careful fixture placement, the two sources produced a dramatic warm/cool contrast, further defining the building’s forms,” says Powell, who designed the Bensonhurst branch along with Brad Nelson and Chris Slaughter. “Mock-ups also helped determine the correct wavelength of blue, matching Chase signage.”

Paul Tarricone

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