



## AON Center Reminds Chicago of its Brilliance, Renovates Lobby with Mesmerizing LED Displays

Upon its completion in 1974, the Aon Center was the fourth-tallest building in the world. Adorned with a façade of Italian Carrara marble, the Aon Center towered over the Chicago skyline and left crowds awestruck with its height and beauty. In recent years however the property management group for the building, a company called Jones Lang LaSalle (JLL), diagnosed a problem. Audiences admiring the Aon Center from the outside were consistently unimpressed when entering the building's interior. The drab lobby space was a complete let down. Since the Aon Center relies on its tenants as its primary source of revenue, JLL had an obvious interest in making sure current and prospective tenants were engaged and delighted when they entered the building. They couldn't allow the iconic building to lose its luster. To address this issue, JLL set out to create a hyperlocal digital experience that would energize the lobby of the Aon Center, as well its guests and customers.

## The Challenges

Prior to beginning construction on anything, JLL first needed to evaluate the challenges presented by the Aon Center lobby. Like the lobbies of most other prominent buildings, the entryway to the Aon Center experiences high levels of foot traffic throughout the day. Avoiding any long term interruption of daily activity was important, so JLL knew they needed a solution that they could integrate quickly. Another issue JLL recognized was that the lobby consistently welcomed a lot of ambient light through its massive windows. This light would compete with any digital visual feature, so it was necessary to install a technology bright enough to stand out. Lastly, JLL really wanted their digital feature to cultivate a sense of place for the building. They wanted tenants and guests to really feel like they were in a special building, and that the building was in a special city.

## The Solutions

Dead set on a stunning digital feature to drive the historic Aon Center into the modern age, JLL analyzed the complications posed by the lobby space and decided that a large-format LED display was the ideal solution. Partnering with the LED experts from Nanolumens, the integration pros from Sensory Technologies, and the content gurus from Pixelfire, JLL got to work customizing their display solution. Targeting a display feature that would truly immerse tenants and guests alike, the team installed two 42-foot-wide by 10-foot-tall direct-view LED display solutions on either side of an interior entryway inside the lobby. It took just 11 days. According to Joe Hynes, the Senior VP of Project Management for JLL, "Nanolumens was the obvious choice."





“As people pass by and enter the building their sight line is dominated by the astounding visuals playing on the Nanolumens displays. In fact, they have to walk right between the two displays in order to enter the main hallway, so it’s almost as if they are walking directly into the digital content itself.”

**Dave Hunt, President, DG Hunt & Associates**

## The Results

Thanks to the efficient work from Nanolumens, Sensory Technologies, and Pixelfire, JLL was able to achieve each of their goals without being held up by any of their predicted obstacles. The final results of the project are stunning. The mesmeric displays capture the attention of audiences the moment they enter the lobby space. Not only was the multitasking team able to design and build two gorgeous displays to precise specifications, but the installation took fewer than two weeks to integrate. This meant that the Aon Center got the interior facelift it needed with hardly any interruption to daily routines. To develop the Chicago-centric sense of place that JLL had targeted, Pixelfire created five three-minute videos that celebrate easily identifiable elements of Chicago’s culture and history. Public-facing organizations with high-profile buildings need to project an impressive front to their audiences, and property management teams realize LED technology can transform not just their interior space but their entire brand image as well.

## The Technology

The two displays are each 42 feet wide by 10 feet high and are mounted on either side of an interior walkway in the Aon Center’s south lobby. Both displays feature a 4mm pixel pitch and together comprise a total of 840 square feet of display space. The displays run video content from Pixelfire on a continuous loop.



“From an installation perspective, the learning curve for Nanolumens products is almost nonexistent. The crew that worked on this project was new to Nanolumens, and they were able to begin work the same day they were introduced to the product. It’s that simple. We’ve worked with Nanolumens before in Chicago, and we know that Nanolumens the go-to solutions provider that minimizes complications on large projects.” – **Cariane Kafka, Project Manager at Sensory Technologies**

## About Nanolumens

Nanolumens is a US-Based LED design and manufacturer headquartered in Atlanta, Georgia. Nanolumens offers world-class displays across multiple market segments adding wonder to physical spaces. Nanolumens is a pioneer of the true curve technology and are committed to being better. With a bold and visionary team of experts Nanolumens will take your project, in all shapes and sizes, from concept to reality. Nanolumens brings your creative visions to life, leaving a first and lasting impression. We are LED! For more information, visit [www.nanolumens.com](http://www.nanolumens.com)

## About The AON Center

Located in downtown Chicago, the Aon Center is the third tallest building in the city. Completed in 1974 and clad in marble, the Aon Center is managed by a group called JLL. The building has 83 above-ground floors and five below. The building has undergone multiple name changes but has been the Aon Center since 1999. The building is owned by Real estate investors Mark Karasick and Victor Gerstein.

## About Pixelfire

Pixelfire helps brands educate, engage, and inspire their audience through powerful visual storytelling. Pixelfire loves to work on unique projects that are outside of the box and range of “normal”; projects that push the boundaries of motion graphic and shot video, boundaries of interaction between mobile devices and LED billboards, and most importantly — the boundaries of the imaginations of their clients.

## About Sensory Technologies

Sensory Technologies assists companies in the integration of sound, imagery and environment. They provide collaboration and complete, turnkey services for design, engineering, and installation solutions. Their service offerings include videoconferencing system design, web streaming and distribution, sound and acoustic design, video and audio integration, and management of support services.