



# A historic landmark, transformed

**Big River Crossing is the longest public pedestrian bridge across the Mississippi River. Adjacent to the historic Harahan Bridge, it serves as the centerpiece of a large-scale revitalization project.**

**“Revitalizing the bridge and adjoining Big River Crossing with dynamic lighting will solidify their role as a source of pride for our city and the region.”**

Jim Strickland, Mayor of Memphis, Tennessee, USA

## Customer challenge

The city of Memphis, Tennessee, embarked on a US\$43m revitalization project, including a 10-mile path linking the city with West Memphis, Arkansas. Spanning the Mississippi River, the Harahan Bridge and adjoining Big River Crossing were key project components. Memphis has made the crossing a source of community pride with a dynamic connected lighting that's easy to operate and cost-effective.

## Solution

The Big River Crossing required 2,370 luminaires from Color Kinetics, with over 100,000 individual LED light points, for 9,480 total feet of lighting. The luminaires offer an expanded palette of more than a billion saturated and pastel colors. A variety of beam angles showcases the depth and structure of the bridge.

The installation incorporates a cloud-based connected lighting system controlled by Interact Landmark software. Interact Landmark remotely manages the lighting system, offering diagnostics, real-time performance reporting, data analytics, and controls, and reducing downtime and maintenance costs.

## Interact – Making it happen

Because the bridge is constantly in use by watercraft and train traffic, it was vital that the lighting could be remotely adjusted at short notice. Interact Landmark lighting management software allows the lighting to automatically dim to a lower level in order to accommodate rail and maritime lighting requirements.



### A billion colors

Connected luminaires offer an expanded palette of more than a billion colors in a variety of beam angles so that the full volume and depth of the bridge

will be showcased. The installation can produce thousands of static displays or dynamic color shows to commemorate special events, holidays and important civic causes.

Using the Interact Landmark dashboard, authorized users can change scenes, effects, and light shows from a remote PC or tablet. The platform also allows users to schedule shows ahead of time for special events, ensuring the city can constantly refresh content for the bridge.



### Customer control

The new connected lighting system, controlled by Interact Landmark lighting management software, allows the city of Memphis, Tennessee, to

showcase spectacular light shows and stunning dynamic effects. The colorful lighting installation has become a center of activity, encouraging economic and social development in the area.



### Lighting asset management

Easy commissioning plus remote monitoring of lighting performance, energy consumption, and fault

detection. Know exactly what's happening where and take action through a real-time, data-enabled view of your entire system. With cameras, you can visually verify light show performance via a cloud-based dashboard.



### Scene management

Attract attention and create memorable experiences with dynamic LED connected lighting and programmable light shows. Align to time of day, season,

festivals, or special events. Easy-to-use software lets you program and synchronize shows remotely over a cloud-based software dashboard or app on a mobile device.

## Project details

- Spanning nearly 1.6 km, Big River Crossing is the longest public pedestrian and bike bridge across the Mississippi River
- 2,370 luminaires for a total of over 100,000 individually controllable full-color light points
- Received a 2017 American Architecture Award from the Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies

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