



Titan Electric

BURBERRY CHICAGO



Designated by Burberry as a U.S. flagship store, Burberry Chicago is a five-story, 26,000 square foot retail facility, located at the corner of Michigan Avenue and Ontario Street.

The building's black chrome façade plays with the scale of Burberry's signature tartan check. The façade is illuminated with 8,300 feet of LEDs located within the exterior curtain wall and controlled by a Lutron Quantum Dimming System. A 27-foot wide staircase is also backlit with LEDs and can be seen at night while customers climb and descend to different floors.



The store also features a retail theater concept that allows live runway shows and globally synchronized content to be broadcasted on floor-to-ceiling digital walls. Lighting can be adjusted digitally by iPads, and a children's play table is also embedded with iPads.

Along with the LEDs in the curtain wall and stairwell, Titan also installed:

- A 2000 amp service
- Roof mounted 200kw emergency generator, integrated with mechanical and fire alarm
- Cat6A and Cat6 shielded structured cabling, fiber optic cabling to station locations, media wall fiber/data cabling and terminations
- Audio visual cabling with I-Pod docks to private dressing rooms
- Speaker/paging, security and intercom system
- Cat6A tie cabling between network cabinets and a complete MDF build out

Power Construction and Shawmut Design & Construction was the general contractor for the project with architectural services provided by Callison Barteluce.



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