



Pulsar Illuminate the Bahrain World Trade Centre

Bahrain World Trade Centre, Kingdom of Bahrain

Standing tall in the ever-changing Manama skyline, the Bahrain World Trade Centre continues to push boundaries and lead by example.

Completed in 2008, and located in the heart of the Kingdom of Bahrain's financial and diplomatic district, the 240 metre (787 ft) 50-floor twin-tower mega-structure is an iconic emblem of Bahrain's modernisation over the last 15 years, showcasing the latest advancements in engineering and technology.

Seemingly not content with being the first skyscraper in the world to integrate wind turbines into its design, they then raised the bar further in 2013 when a decision was made to revamp the façade on the building.

Situated at a key location on the King Faisal Highway, the building is clearly visible on the approach from the airport in the north, and sits on the key artery which links the north of the island to the south, being seen by hundreds of thousands of people every day.

Local company Genprise Co. W.L.L. Worked closely with Pulsar and the client (Facility Managers - Cushman & Wakefield) to provide a design that not only met the client's requirements, but gave a high quality, long-lasting solution which would allow maximum control over the output, with minimal maintenance required. A key to Pulsar being awarded the project was the proven ability to withstand the searing heat, humidity & salt water issues the location posed.

Since 2013, more than 200 specially-made ChromaFlood 50 Tri-Colour LED fixtures with customised brackets have adorned the East & Western façades of the building – sparkling into the night sky. Such was the impact of the design, social media was flooded with pictures and tweets, and many other buildings have been inspired to revamp their façades as a result.

Installation was not an easy task, given the high profile tenants within the building and location of some of the fixtures. However, with the support of Pulsar's technical team and combined power/data cables, Genprise worked with the client to ensure that installation was completed with minimal disruption to tenants and in an incredibly short period of time, with high

standards of engineering and a zero fail rate at the time of commissioning. While competition to light up façades in the region remains fierce, Genprise & Pulsar continue to lead the way – with a reputation for reliability, longevity, durability and with the option of customised solutions, Pulsar add value to the client premises and to their brand.

Expect to see more Pulsar products around the Kingdom of Bahrain soon.



Based in the heart of Cambridge UK, Pulsar develops and manufactures LED lighting and lighting solutions for professional architectural and entertainment applications around the world.

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