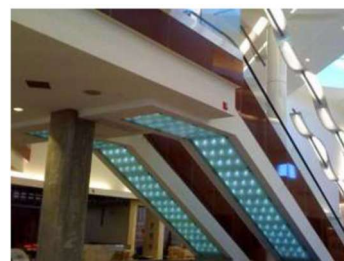
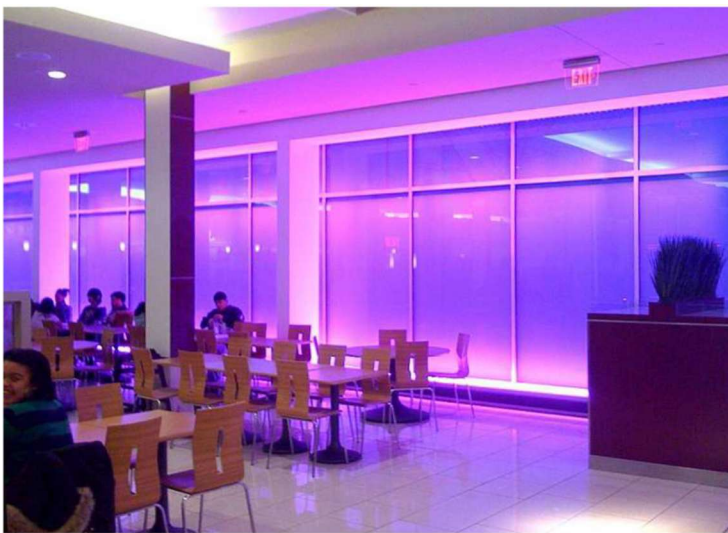


Cherry Hill Mall

Cherry Hill, NJ, United States





Cherry Hill Mall is one of the largest shopping centers in New Jersey. When it opened in 1961, it was the largest mall in America and the first on the East Coast to be fully enclosed and climate controlled.

As part of a major renovation, the mall implemented a sophisticated architectural DMX-controlled lighting system—widely regarded as one of the earliest architectural DMX installations in the Philadelphia region. This technology introduced a new level of flexibility and visual expression, allowing dynamic color transitions and programmable scenes to become an integral part of the architectural environment. The lighting also highlights the inner surfaces of the pillars framing the windows, reinforcing the façade’s architectural rhythm and adding depth and dimension.

Recessed luminaires, discreetly installed within ground-level enclosures behind translucent covers, graze frosted glass windows from floor to ceiling. Additional luminaires are incorporated into the underside of an escalator to illuminate the water feature below. Arranged in a precise grid and shielded by frosted glass to minimize glare, the design preserves the crisp definition of individual point sources while creating a cohesive, visually compelling composition. The result is a layered lighting experience that merges technology with architecture, transforming functional illumination into a dynamic design element.