



AL-Rashid Mall – Abha FACADE LIGHTING DESIGN

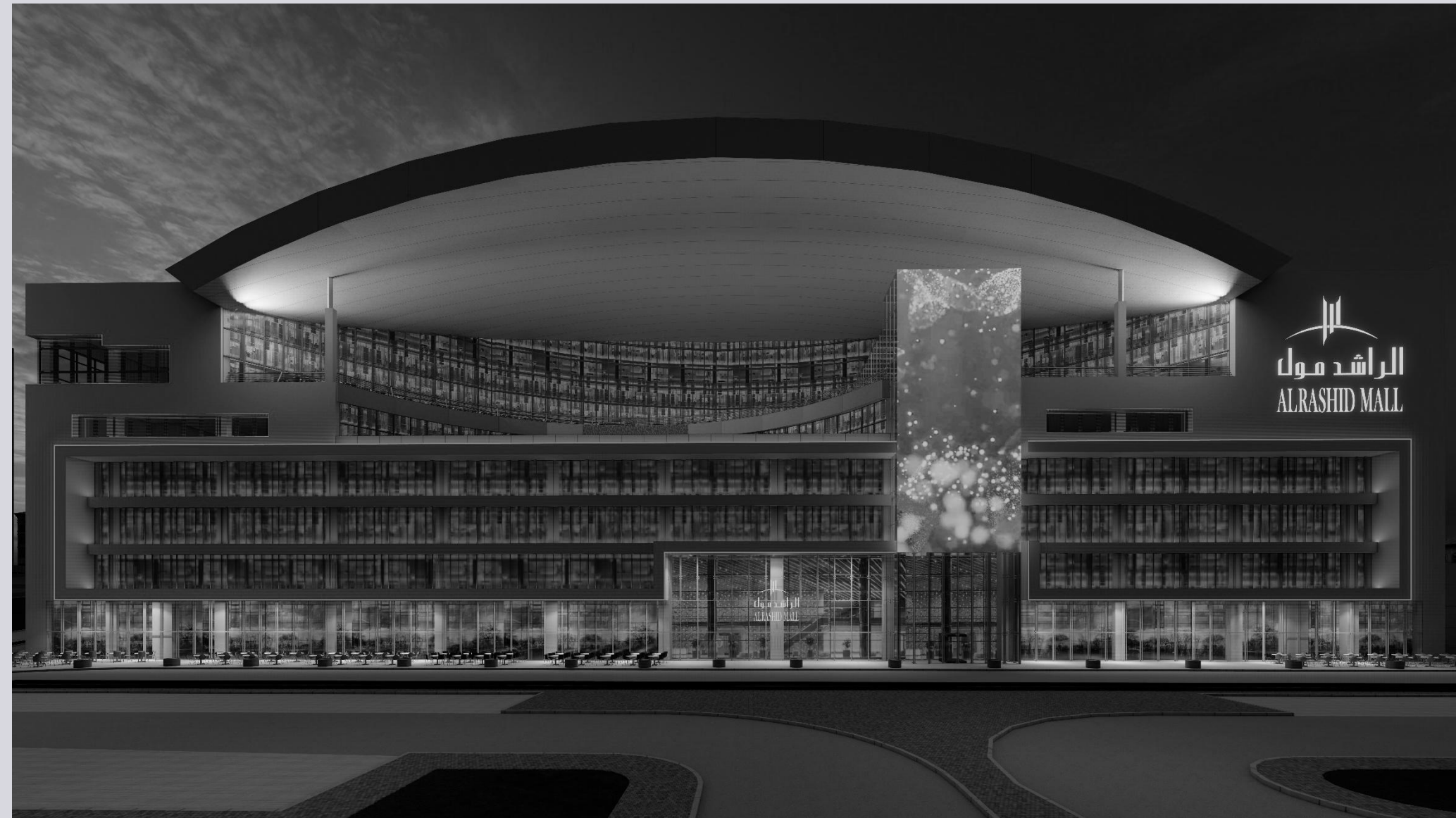
JELLYFISH ARCHITECTURAL LIGHTING

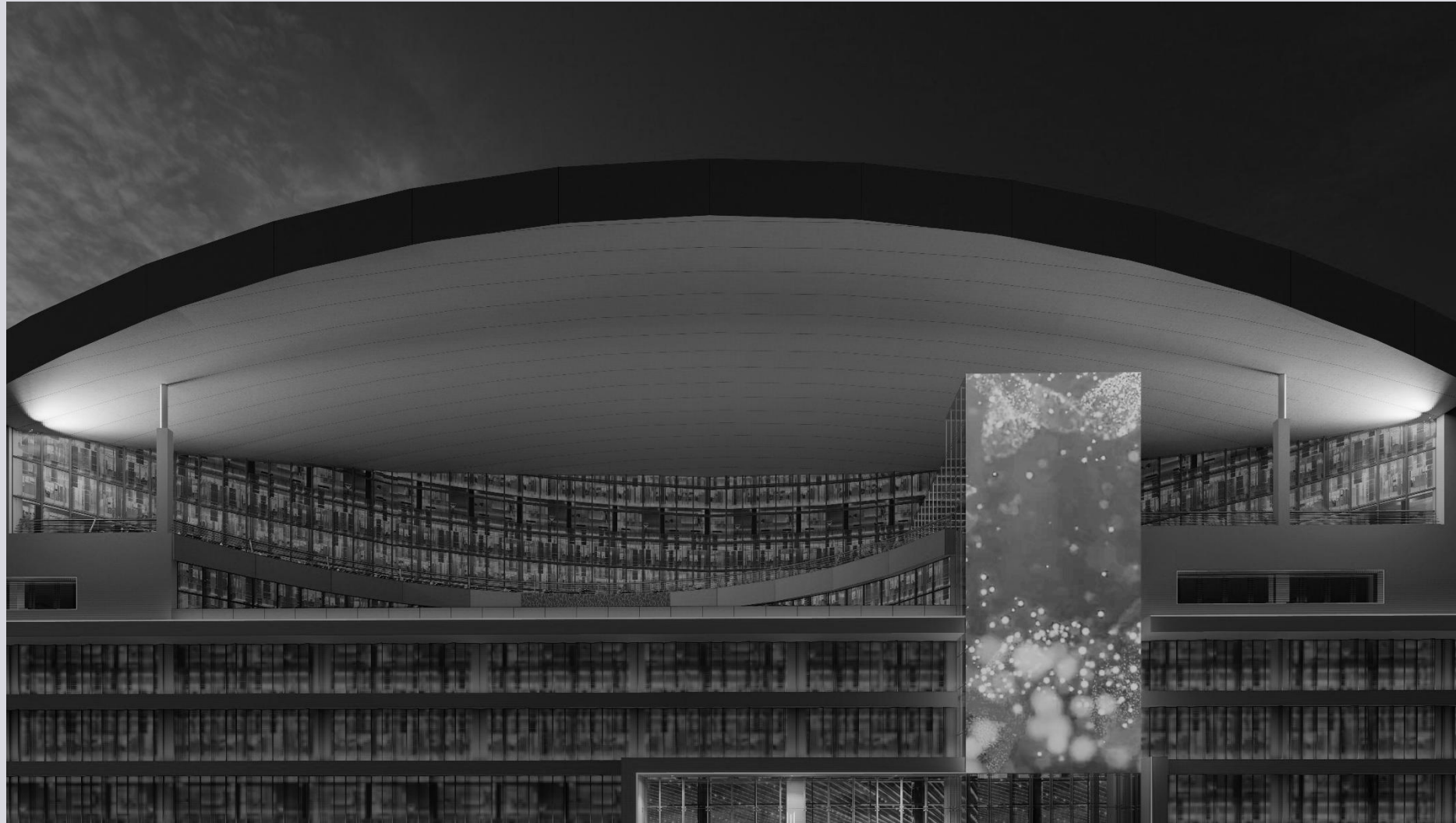
[About](#)[Concept](#)[Design](#)[Selection](#)

Welcome

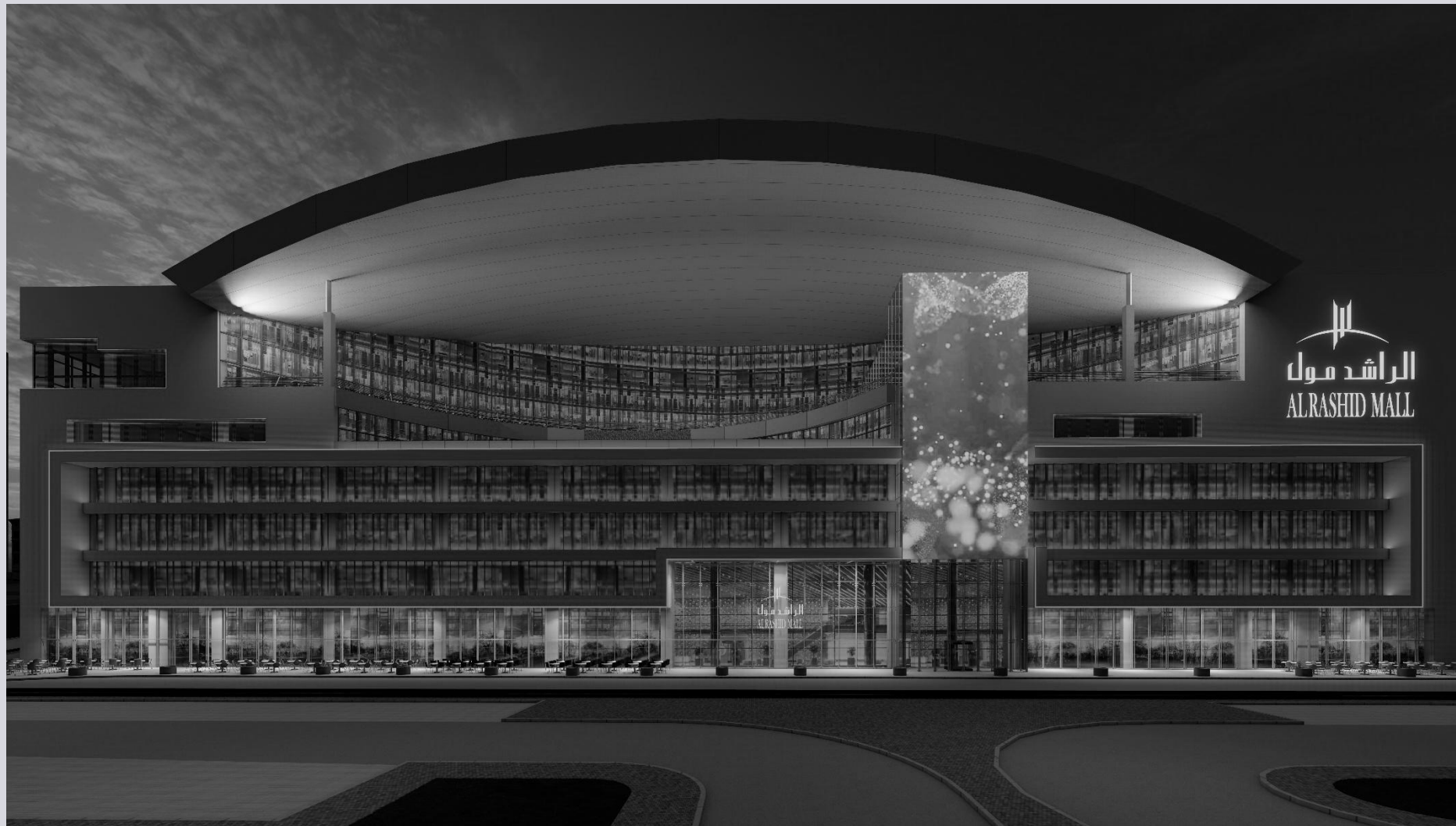
The façade lighting design for Rashed Mall highlights the building's architectural rhythm and layered geometry through a refined balance of light and shadow. Warm white architectural lighting creates a welcoming and elegant nighttime presence, emphasizing key façade elements and main entrances.

Dynamic lighting accents are subtly integrated to reflect the mall's vibrant character, allowing the façade to adapt for special events and seasonal occasions. The design transitions seamlessly between calm everyday scenes and expressive dynamic moments, establishing a modern, cohesive, and memorable visual identity within the urban context.



[About](#)[Concept](#)[Design](#)[Selection](#)

The canopy lighting design is defined by the use of RGBW projectors strategically positioned to accentuate the canopy's architectural form and structural rhythm. Focused beams highlight key edges and surfaces, creating depth and a strong visual hierarchy while maintaining controlled glare and visual comfort. Warm white scenes establish a welcoming and elegant entrance atmosphere for daily operation, while RGBW color scenes are introduced for special events and national celebrations. The projectors allow precise beam control and flexible scene programming, enabling smooth transitions between static and dynamic lighting expressions that enhance the mall's identity and nighttime presence.

[About](#)[Concept](#)[Design](#)[Selection](#)

RGBW neon lines are used to highlight the architectural masses, defining its form and volumetric presence at night. The continuous neon strips trace the contours, emphasizing both horizontal and vertical elements to create a clear, dynamic silhouette.

Warm white serves as the default for everyday elegance and comfort, while RGBW colors provide flexibility for special events, seasonal accents, or dynamic visual effects, enhancing the canopy's identity without overpowering the overall façade.

[About](#)[Concept](#)[Design](#)[Selection](#)

Recessed or surface-mounted downlights are used at the main entrances to provide welcoming, uniform illumination for visitors. They enhance visibility, safety, and comfort while highlighting the threshold and architectural details of the canopy and façade. Warm white (3000K) creates a comfortable and inviting atmosphere, while precise beam angles minimize glare and spill light. The downlights work in harmony with canopy neon and façade lighting to guide visitors intuitively and reinforce the mall's identity at night.

[About](#)[Concept](#)[Design](#)[Selection](#)

Linear LED grazers are installed to accentuate façade textures and architectural details around the entrance. By casting light along vertical and horizontal surfaces, they create depth, shadow, and visual interest, emphasizing both materiality and structural rhythm. The lighting highlights the entrance, guiding visitors while enhancing the mall's nighttime identity. Warm white ensures a welcoming feel, while controlled intensity prevents glare and preserves the architectural elegance.

[About](#)[Concept](#)[Design](#)[Selection](#)

LED strips are integrated into architectural cutouts and patterned surfaces to emphasize design details and create depth. The continuous lines of light outline shapes and forms, enhancing the visual rhythm of the façade while adding a dynamic, modern character. Warm white can be used for everyday operation to maintain elegance, while RGBW or colored LED strips allow controlled accent scenes for special events, highlighting patterns and cutouts with subtle vibrancy without overpowering the overall design.



[About](#)

[Concept](#)

[Design](#)

[Selection](#)

الراشد مول
ALRASHID MALL

JELLYFISH ARCHITECTURAL LIGHTING

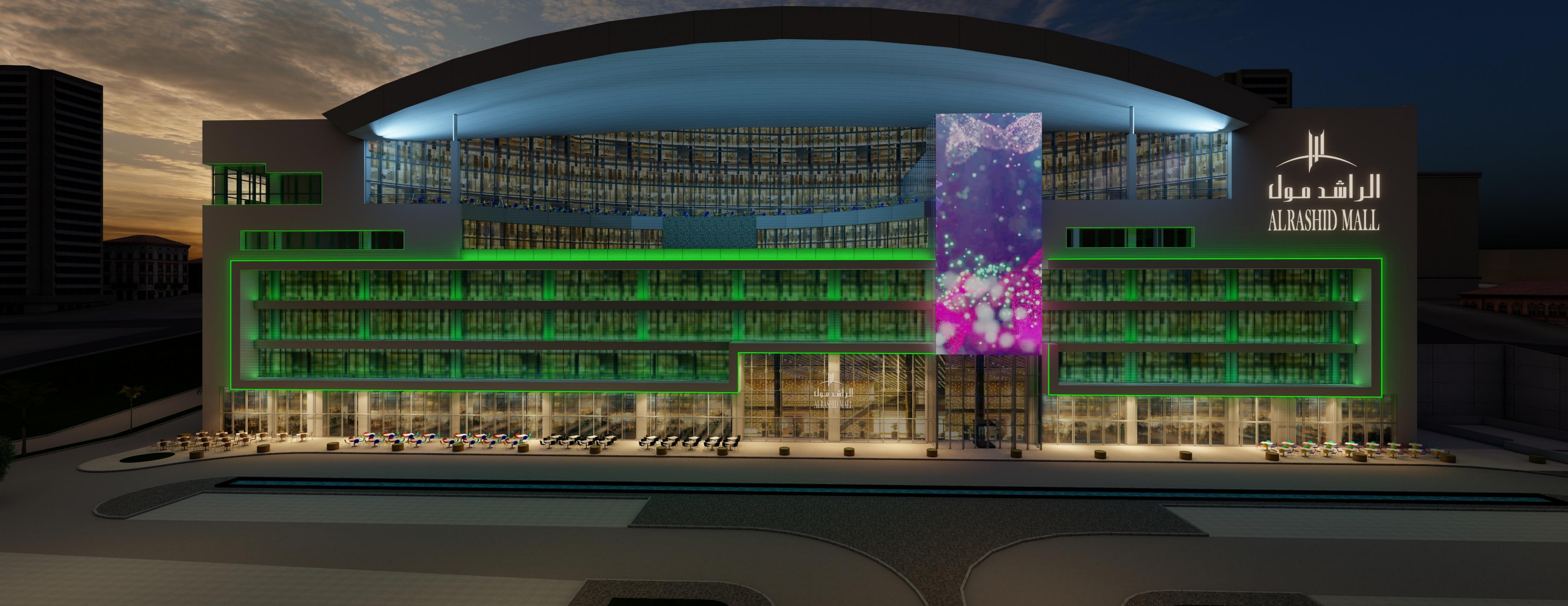


[About](#)

[Concept](#)

[Design](#)

[Selection](#)



الراشد مول
ALRASHID MALL

JELLYFISH ARCHITECTURAL LIGHTING

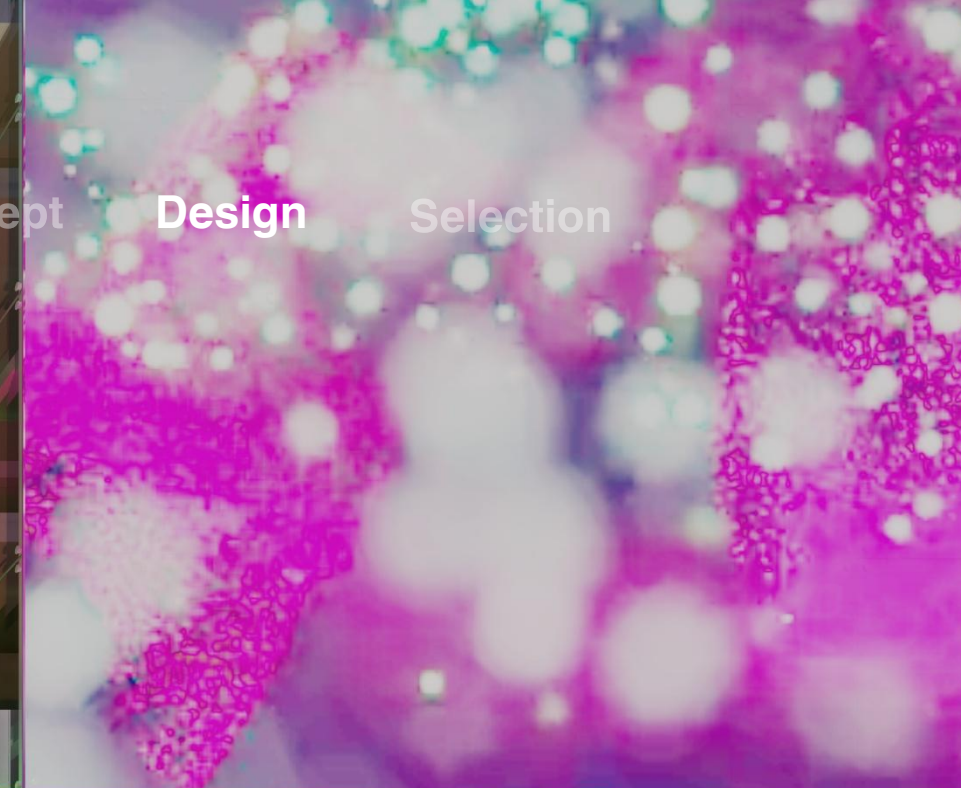


About

Concept

Design

Selection



JELLYFISH ARCHITECTURAL LIGHTING



[About](#)

[Concept](#)

[Design](#)

[Selection](#)



JELLYFISH ARCHITECTURAL LIGHTING



[About](#) [Concept](#) [Design](#) [Selection](#)



JELLYFISH ARCHITECTURAL LIGHTING





[About](#)

[Concept](#)

[Design](#)

[Selection](#)



JELLYFISH ARCHITECTURAL LIGHTING



[About](#)

[Concept](#)

[Design](#)

[Selection](#)



JELLYFISH ARCHITECTURAL LIGHTING



[About](#)

[Concept](#)

[Design](#)

[Selection](#)



JELLYFISH ARCHITECTURAL LIGHTING



[About](#)

[Concept](#)

[Design](#)

[Selection](#)



JELLYFISH ARCHITECTURAL LIGHTING

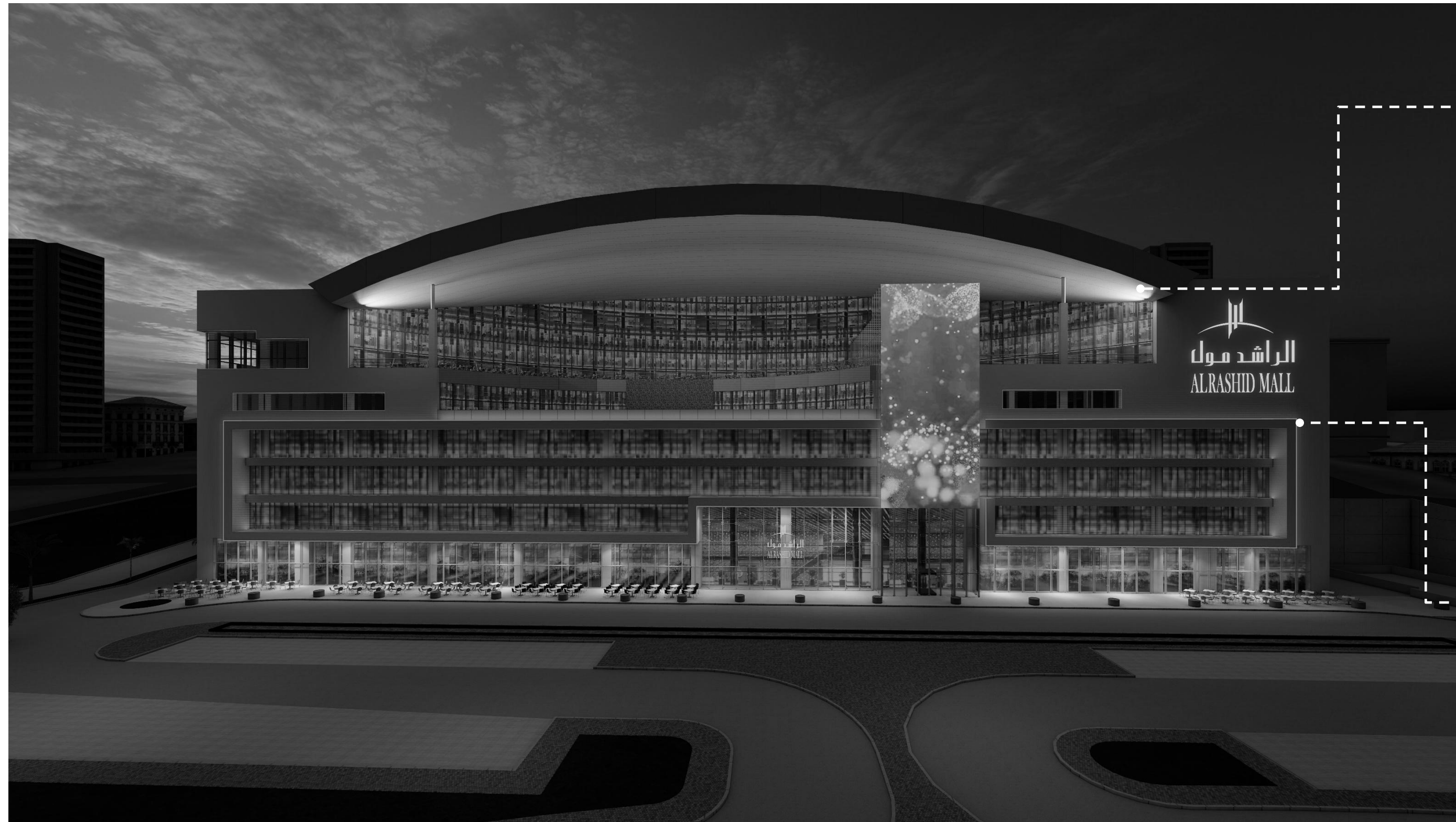


About

Concept

Design

Selection



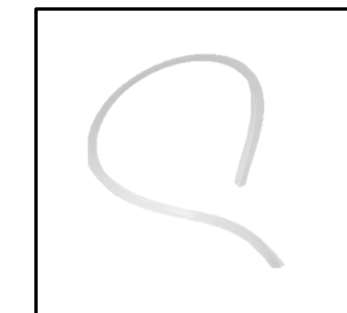
Projector

RGBW

Asymmetric

12335 lm

200W



NEON

RGBW

IP 67

IK 07

15 W/M

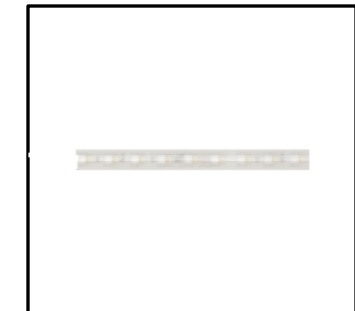
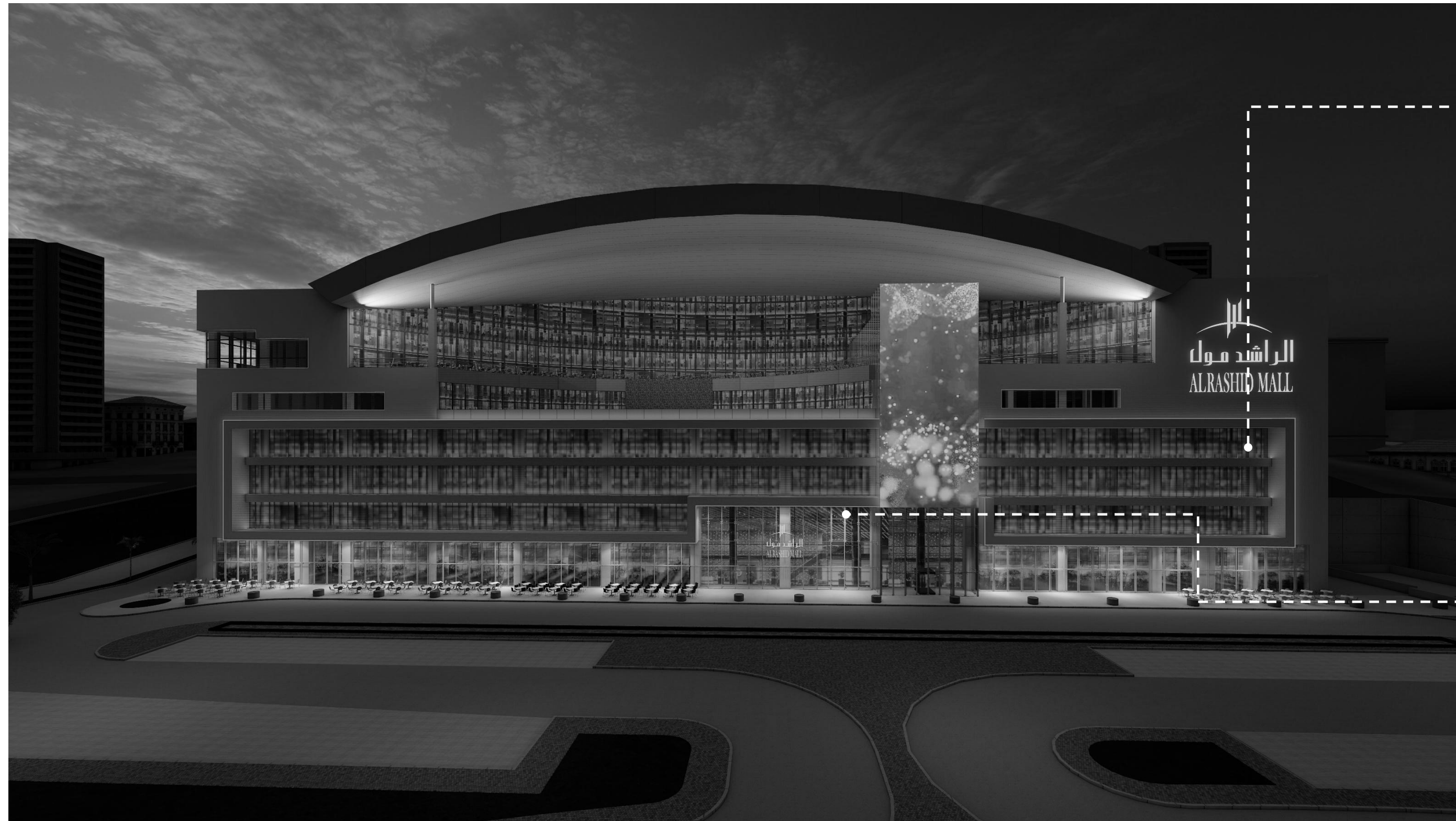


About

Concept

Design

Selection

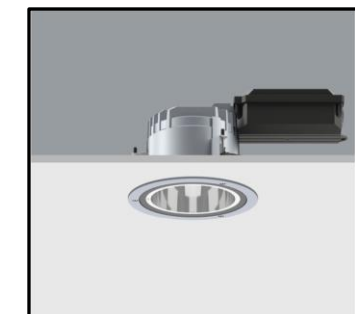


LED STRIP

RGBW

IP 66

19 W/M



Downlight

3000K

1992 lm

IP 65

29 W/M

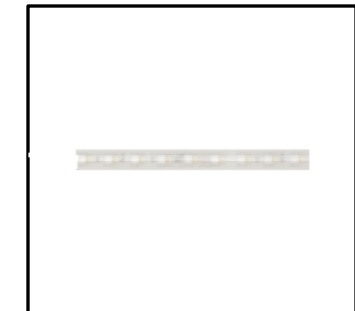


About

Concept

Design

Selection



LED STRIP

3000 K

IP 66

12 W/M



LINER GRAZER

3000K


3180 lm

IP 66

36 W/M



Thank You

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 [Home - Jellyfish Lighting](#)