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## Collaboration leads to innovation

Johannesburg's Rosebank has long been known as a cosmopolitan, trend-setting district, but now, thanks to digital display services company Primary Colours, it's not just the street fashion turning heads.



Thanks to a unique collaboration between Paragon Architects, Redefine Properties, and Primary Colours, the Rosebank Link now features a dramatic full-colour LED video screen custom-designed and engineered to be an integral part of the building's fabric, and to contribute to the edifice's striking appearance. While the screen itself represents cutting edge technology, it is arguably the building's strip lighting (attached to the Rosebank Link via watertight perforations in the building façade) that is the most exciting aspect of this project.

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