

# SHOWCASE

## UOB Robot Tower

Sathon – Bangkok, Thailand



Located in Bangkok's Sathon CBD, the UOB Robot Building is an iconic 20-storey structure designed by renowned Thai architect Sumet Jumsai in 1986. Originally built as the headquarters of the Bank of Asia, the design was inspired by a toy robot and symbolized the growing role of technology in banking. With its quirky eyes, antennae, and mechanical aesthetic, the building stood out as a postmodern rejection of traditional and high-tech styles—earning recognition as one of the 50 seminal 20th-century structures by the Museum of Contemporary Art in Los Angeles.

The Robot Building has recently undergone a major renovation led by UOB Thailand. The goal was to create a more energy-efficient and sustainable workspace, targeting a 15% reduction in electricity usage and aligning with modern green building standards.

The external façade of UOB Robot Building has been given a modern, eye-catching upgrade with the installation of over 4,000 meters of the Traxon Archishape G1 RGBW that were customized with frosted glass cove. The play of colours that can be easily programmed to play different sequences and frequencies with the our Butler S2 more than 60 universes control by our e:cue Sympholight 5.4 has enlivened this much loved landmark structure of Sathon.

Like all Traxon e:cue media façades, the installation was done without impacting the overall structure of this monumental building, and the lighting, while bright and visible from the outside, does not disturb the inhabitants inside.

The UOB Robot Building has always been a synonym for advancement in technology, and it is therefore an honor for Traxon e:cue to be associated with renovating this much loved iconic 'robot' of Sathon.

### Featured Products



Traxon Archishape G1 RGBW



Butler S2

### Project Details

Category: Office Building  
(United Overseas Bank HQ)

Location: Sathon – Bangkok, Thailand

Client: United Overseas Bank

Contractor: Southeast  
Thailand Co., Ltd

Lighting Designer: W/Light

Traxon Luminaires: Customized  
Archishape G1 RGBW with frosted  
glass cove 4000+ meters

e:cue Controls: Butler S2 with  
e:cue Sympholight 5.4

Completion Date: June 2025



# TRAXON

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