

## I3D, INC. - INTRODUCTION: FIRM BIO

I3D, inc. is an interdisciplinary design consulting firm with a strong emphasis on lighting design. Our focus is on the unique identity and atmosphere of a space, how it interfaces with people, and how it transforms to meet their needs. Lighting design is an integral part of architecture and its design elements. It creates the intangible emotional feel of a space, but it also creates an iconic look, defining a signature identity or brand.

Award-winning designer Beatrice Witzgall established "I3D, Inc." in 2007, basing the new company in NYC. The name originated from "In3Design", Inc. a company founded in 2004 which also represented her interdisciplinary design approach and her background in fields such as architecture, graphic design, and interactive digital technologies. Combining art with technology, this interdisciplinary expertise enables her to think dynamically, seeing bold new opportunities for innovation in unexpected places. I3D not only offers individual design services in these fields, but also bridges these design ideas as a design manager, creating one comprehensive program, design strategy, and spatial identity.

Witzgall entered the world of lighting when she won a 1998 competition for a "Light-Play House" for the Expo 2000 in Germany. With her graduate degree in architecture from the Technical University of Braunschweig, Germany, she later pursued her interdisciplinary and technology-driven interests at the graduate program of the prestigious Rhode Island School of Design, where she also collaborated with the MIT Media Lab on interactive environments. In 2002, she investigated how lighting can act as an ambient information source capable of influencing people's behaviors, interactions, and movement patterns with her graduate students at the Parsons School of Design in New York. Her groundbreaking discoveries in responsive architecture and in creating interactive spaces with lighting were published and received wide accolades.

In 2002, she joined the world-renowned lighting design boutique firm "L'Observatoire International" where she worked for 6 Years on over 40 projects around the world. In her role as a Senior Design Associate and Project Manager, she worked on a number of projects recognized by industry leaders as unique examples where lighting went beyond functional aspects and was used to define the identity, mood and brand of an environment. Major projects include the New York Olympic and Jets Stadium Proposal, Frank Gehry's Novartis Headquarters, various casino hospitality projects in Las Vegas, Atlantic City and Macau as well as the 2010 Lumen Award-winning Lincoln Center Renovation in NYC.

Currently I3D is involved with several hospitality projects as well as commercial and private projects. Additionally, Witzgall's passion for yachting has led her to work on various prominent and "Superyacht Award"-nominated Megayachts or performance sailing yachts with acclaimed designers such as Raymond Langton, Bannenberg Rowell, German Frers, RWD, DLBA, and shipyards such as Luerssen, Abeking & Rasmussen, Hodgden, and Gunboat.



## I3D - DESIGN PHILOSOPHY: THE IMPORTANCE OF LIGHTING DESIGN

### CREATING PRESENCE, MOOD AND IDENTITY WITH LIGHT

Every project is an expression of a unique purpose, program, function, need, lifestyle, and status, and is always an opportunity to showcase a client's unique individuality. Exterior lighting creates a signature, revealing a project's iconic character at night. Interior lighting has the power to transform mood and atmosphere. Lighting is an essential conduit for any spatial experience, bringing an emotional and ephemeral character to architecture. Lighting speaks to the unconscious. It's about creating an experience.

I3D believes that by integrating various architectural lighting strategies into the early phases of the design process, we are able to create solutions that enable us to develop unique identities, perceptions and atmospheres for our projects. These concepts are already well-known and established in architecture, but are still recent innovations for the yacht environment.

We believe that a lighting concept should be inspired by the existing architectural design. Its language should highlight the characteristics that define the project. For instance, if a design is simple and traditional, then we will provide a more basic lighting language. If a design is more modern and features more complex materials, shapes, or user scenarios, then we will develop more sophisticated lighting approaches that are based on integrating, transforming, and illuminating these key textures.

A specialized consideration of our design philosophy is the way that people inhabit a space and use it. This results in a dynamic characteristic of lighting, where lighting adapts to various user scenarios, times of the day, and modes of usage. For a public or entertainment space, different lighting is required for different engagements. Sunset cocktail hours, formal dinners, late night cozy intimate drinks, and big special events each ideally require a different lighting setting. When it comes to exterior lighting, sometimes a designer or client wants a project to be seen and wants it to be extroverted in the neighborhood, requiring big, bold lighting in the cities or harbors of the world. Other times a project wants to stay quiet, seductive, introverted, and elegant.

These lighting techniques put a signature stamp on both form and function, adding sophistication to a design. Emotional approaches to lighting create subtle moods and atmospheres, adding incalculable pleasure and value.

I3D is passionate about creating these special spaces and has acquired a long history of experience while working on some of the world's foremost architectural and yacht projects. We are passionate about the unique character of each project and we work skillfully to develop unique solutions that meet the specific needs of our clients with creativity, insight, and integrity.

