

BASIC LIGHTING - FUNCTIONS

FUNCTIONAL ILLUMINATION



SAFETY & COMFORT



DECORATIVE OBJECT



FEATURE ELEMENT



Traditionally, lighting focuses on the functional aspects of an environment, providing a basic sense of safety or comfort and only highlighting decorative fixtures or specific features such as a painting or a wall. The light distribution is often fairly even throughout a space where fixture types and lighting layers are few. Such a schema is based primarily on direct illumination.

- **FUNCTIONAL ILLUMINATION**

This lighting approach results in a series of repeated fixtures, often a grid of downlights, laid out based on certain required light levels or specific task lighting, such as a desk table lamp.

- **SAFETY & COMFORT**

The main objective of the space is to create a comfortable sense of brightness. This requires only a more generic approach for general lighting.

- **DECORATIVE OBJECT**

Decorative eye-catchers such as table lamps, floor lamps, or wall-sconces add flair to a space or provide lighting for a specific function.

- **FEATURE ELEMENT**

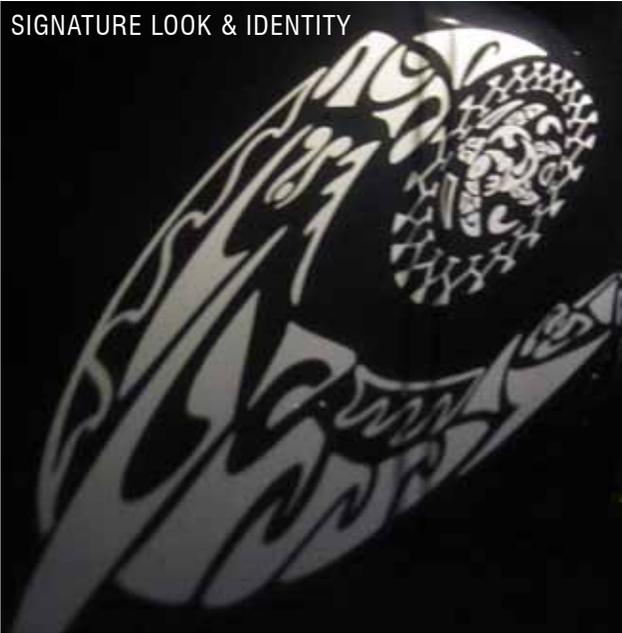
A few points of interest or highlights are provided, such as a focus on a feature wall.

A standard lighting approach works very well in many spaces and is cost efficient, simple to integrate, and can be applied late in the design process.

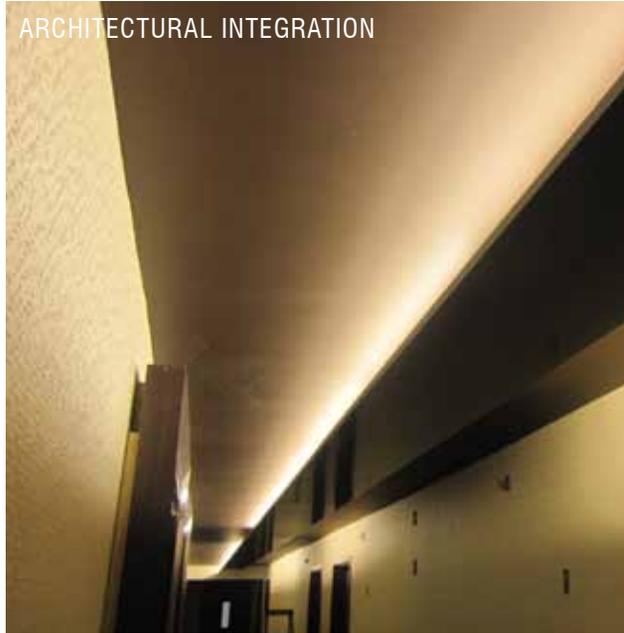
Some designs, functions, or spaces require more sophisticated touches such as indirect lighting or integrated furniture details. Lighting layers and flexible light settings create more bright and dark areas, adding more drama and atmosphere to an environment.

VALUES OF SOPHISTICATED LIGHTING - creating an experience

SIGNATURE LOOK & IDENTITY



ARCHITECTURAL INTEGRATION



Lighting offers more than just basic illumination needs. Lighting is an essential tool and conduit for spatial experiences. A sophisticated approach combines different lighting layers to create hierarchy in a space. By combining direct, indirect, and ambient lighting, and by using glowing or decorative elements to focus on key spots or graze certain textures, more drama is added to a space. All these different lighting treatments create a language that is specifically composed to highlight the specific needs of a specific environment.

The magic of this approach is that it adds intangible, ephemeral, and emotional value by creating a unique identity or brand. It is an individual and custom-tailored approach.

> **SIGNATURE LOOK & IDENTITY**

Defines space with a unique identity and a lighting brand that is special and memorable.

> **ARCHITECTURAL INTEGRATION**

Focuses on the specific character and spirit of the space and its design. Lighting is an integral part of the build space. Lighting is sensitive to specific design characteristics, such as a specific materials or textures.

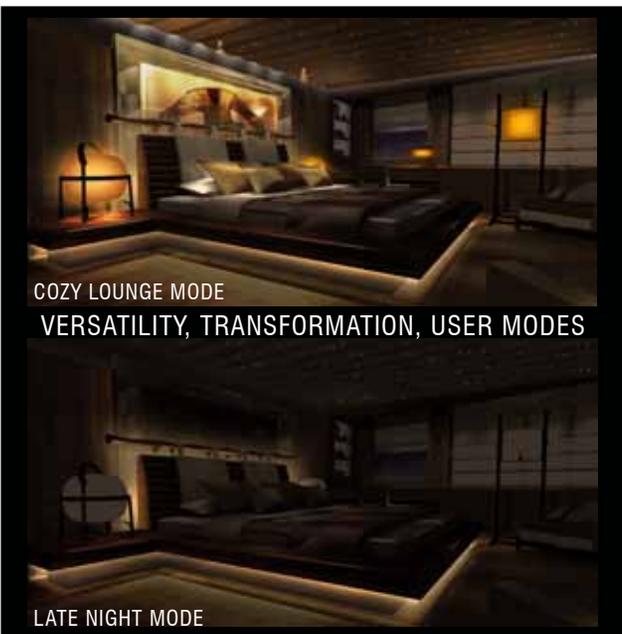
> **MOOD & ATMOSPHERE**

Creates a sense of atmosphere through the use of various lighting layers and composition.

Lighting is more than just function: it is emotional, intangible, ephemeral, and poetic.

> **VERSATILITY, USER SCENARIOS, MODES**

Different lighting settings transform a space, creating an identity that is unique for individual functions. Lighting adapts to different user scenarios by being flexible and modular.

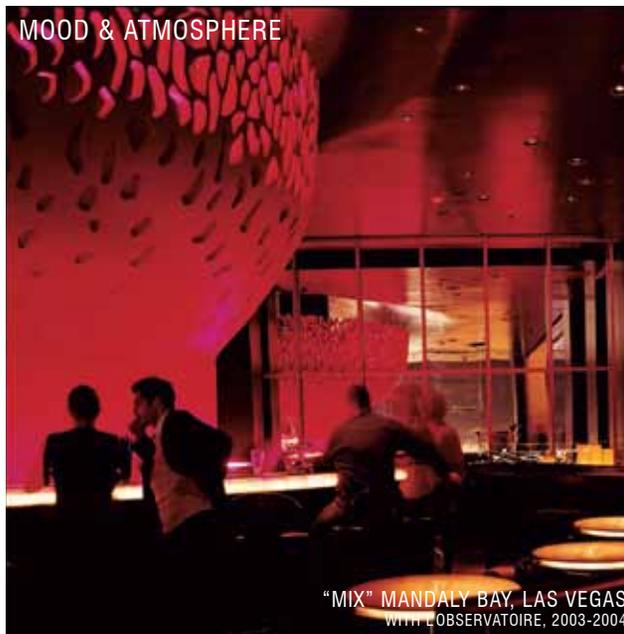


COZY LOUNGE MODE

VERSATILITY, TRANSFORMATION, USER MODES

LATE NIGHT MODE

MOOD & ATMOSPHERE



"MIX" MANDALAY BAY, LAS VEGAS
WITH L'OBSEVATOIRE, 2003-2004

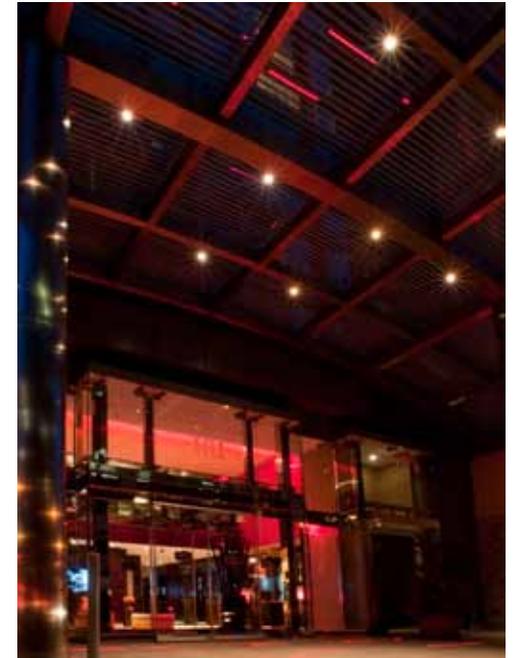
> VALUE OF SIGNATURE LOOK & IDENTITY

- EXTERIOR IDENTITY - TO SEE AND BE SEEN
Enforcing Identity & Branding

Each project has a refined identity that should be as well-represented at night as it is during the day. Exterior lighting fulfills a specific objective: to create a nighttime identity that is not only instantly recognizable, but is also versatile and responsive. Lighting defines the presence of a space, making an indelible statement.

I3D understands it is important to build versatility into lighting design to accommodate the different modes a project may involve. For example, a concert hall on the night of an event would want to be fully illuminated in all its glory. On a night when there is no performance, a few key points of light to highlight the beauty of the building design and outline of the structure may suffice.

For this aspect of lighting, it is important to understand the context and the client's objective. Early integration will give a client the most choices in terms of integration and design. Other times, the use of projections, color and multimedia may be necessary to create a consistent branding element.



> VALUE OF ARCHITECTURAL INTEGRATION

All architecture has a specific design language. Lighting should recognize this language, be sensitive towards it, and use it to emphasize the character and spirit of a space. Lighting should be more than an add-on. Lighting should be integrated into architecture, emphasizing unique design features, textures, and materials.

EXAMPLES FOR LIGHTING INTEGRATION:

- Lighting brings forth design elements,
- Architectural cove, pockets, and slots,
- Fixtures are not visible. Rather, they are integrated into details,
- Texture and detail is brought forth by grazing: sculpting with light and shadow,
- Materials are front or backlit, etc.

I3D TOOLS AND METHODS FOR SOPHISTICATED LIGHTING:

- Emphasizing unique architectural features
- Developing detailed solutions for integrated fixtures (eg. coves)
- Using indirect lighting and 'invisible fixture' lighting, plus direct light accents
- Custom fixture developments to cater to specialty needs and create unique characters
- Advising on fixture placement, taking into account materials and finishes ('grazing' of textures)



LOBBY IDENTITY & ORIENTATION
ONE LANGUAGE WITH VARIATIONS: "CEILING CUT"



DROPPED LIGHTING SHELF



ALICE TULLY HALL, LINCOLN CENTER, NYC
WITH L'OBSERVATOIRE, 2004-2008

> VALUE OF VERSATILITY, TRANSFORMATION & USER SCENARIOS

TRANSFORMATION, VERSATILITY AND ADAPTABILITY OF LIGHTING TO USER SCENARIOS AND ACTIVITIES

> Creating different modes to support different functions or activities

Sophisticated lighting always considers the function of an environment first, but it must also be able to adapt to different situations throughout the course of a day and night. For this reason, dynamic lighting concepts support the versatility of many functions and user scenarios. Different scenarios require different lighting approaches -- or "modes" -- where the lighting is perfectly suited to the needs of the changing environments.

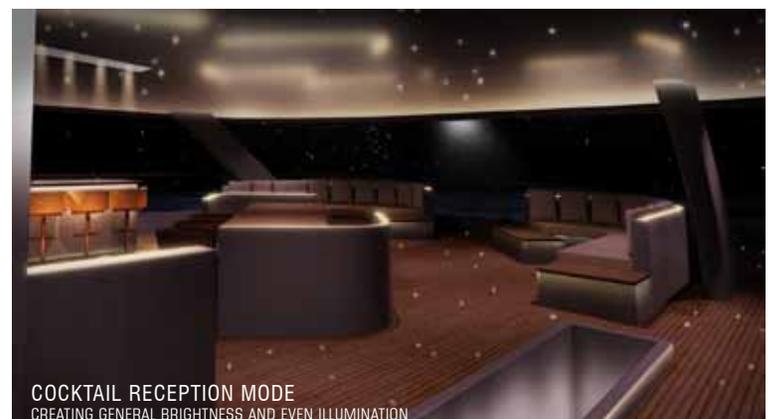
Examples of "MODES" include:

- Dining mode
- Daylight, sunset, or twilight mode
- TV mode
- Cocktail reception mode
- Concert or performance mode
- Work, conference or convention mode

Modes are created by varying brightness levels, hierarchy of lighting layers and by changing color schemes, creating different focal points and light layers for specific situations.

Methods to achieve these different modes include:

- Using light level dimming and deploying sophisticated light control systems
- Emphasizing different areas and illumination layers
- Using sensitive and sophisticated color concepts, such as different white tones (cool/warm color temperatures) or color, in order to create different psychological effects.



> VALUE OF MOOD & ATMOSPHERE

TRANSFORMATION OF ATMOSPHERES, ESPECIALLY INTERIOR SPACES

> Creating different moods & atmospheres to support different feelings and lifestyles

Emotional lighting creates subtle moods and atmospheres, adapting to a client's needs and reflecting a client's unique personality. Sophisticated Lighting addresses and affects the unconsciousness. Dynamic mood changes and transformations can adapt to specific user scenarios by using fine-tuned light levels and color features. Every occasion can have a subtle and distinctive color scheme. Clients can playfully select scenes and control moods by choosing lighting "moods" that reflect their whims

Examples of "MOODS" include:

- Lounge mood: relaxed, chilled, soft
- Late night mood: cozy, intimate, dim
- Sunset mood: twilight, amber
- Club / dance mood: dcolor, moving, busy

Methods to achieve these different modes include:

- Incorporating daylight (Contrasting between interior and exterior uses)
- Selecting appropriate color schemes, such as relaxing dark blue tones (Creating an air of mystery for late night settings).
- using various lighting layer types including indirect and ambient lighting

