

LIGHTING IS
MORE THAN JUST FUNCTIONAL

2010 - SUPERYACHT **PACIFIC**: SIGNATURE PROJECTION ON MAST

LIGHTING
DESIGN
CONSULTANTS

I3D
DESIGN CONSULTANT

LIGHTING IS

IDENTITY

EMOTIONAL AND UNIQUE APPROACHES TO LIGHTING CREATE SUBTLE MOODS AND ADD BOTH PLEASURE AND VALUE TO A PROJECT BY REFLECTING AN OWNER'S PERSONALITY. THESE LIGHTING TECHNIQUES PUT A SIGNATURE STAMP ON FORM AND FUNCTION, ADDING SOPHISTICATION TO LUXURY.

PERSONALITY

BRANDING

AN EXPERIENCE

EXTERIOR LIGHTING CREATES A SIGNATURE, REVEALING A PROJECT'S ICONIC CHARACTER AT NIGHT. INTERIOR LIGHTING HAS THE POWER TO TRANSFORM MOOD AND ATMOSPHERE.

ICONIC CHARACTER



INTERACTIVE LIGHT INSTALLATION:
"FROM HARDWARE TO SOFTFORM"
2002 WITH ARCHI-TECTONS



FRANK GEHRY'S NOVARTIS HEADQUARTER
WITH L'OBSERVATOIRE, 2004-2008



60M HIGH-PERFORMANCE MOTORYACHT WITH DLBA: EXTERIOR LIGHTING CONCEPT

LIGHTING IS

EMOTIONS

MOOD

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!



VIP SUITE: LOUNGE MODE



VIP SUITE: LATE NIGHT TIME MODE

TRANSFORMATION

VARIETY OF USER MODES

LIFESTYLE

LIGHTING DESIGN IS AN INTEGRAL PART OF ARCHITECTURE AND IT CREATES THE INTANGIBLE EMOTIONAL FEEL OF A SPACE, BUT IT ALSO CREATES AN ICONIC LOOK, DEFINING A SIGNATURE IDENTITY OR BRAND.

SENSUAL



2010 "LUMEN" AWARD WINNING
ALICE TULLY HALL, LINCOLN CENTER, NYC BEATRICE WITZGALL WITH L'OBSERVATOIRE, 2004-2008

LIGHTING IS

ART

ALIVE

I3D, INC 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.

TECHNICAL

DRAMATIC

INTIMATE

WE BELIEVE THAT A LIGHTING CONCEPT SHOULD BE INSPIRED BY THE EXISTING ARCHITECTURAL DESIGN. ITS LANGUAGE SHOULD HIGHLIGHT THE CHARACTERISTICS THAT DEFINE THE PROJECT.

ORIENTATION

VERSATILITY



FASHION 26 HOTEL, NYC



DRYCOTT, SINGAPORE
2002-2004 WITH L'OBSERVATOIRE



MARRIOTT HOTEL, SOHO, NYC



LIGHTING IS

ATMOSPHERE

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.

POETIC

SCULPTURAL

INTANGIBLE

LIGHTING DESIGN SHOULD NEVER BE CONSIDERED AS A MERE AFTERTHOUGHT WHERE MOOD, TEXTURE AND ARCHITECTURAL CHARACTER ARE ESSENTIAL TO EXPERIENCE.

TEXTURE

LIGHTING DESIGN IS A COMBINATION OF ART AND TECHNOLOGY.

ARCHITECTURAL INTEGRATION



SUPERYACHT PACIFIC: FROM CONCEPT RENDERING TO



REALIZATION



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



DROPPED LIGHTING SHELF



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

85M LUERSSEN MOTORYACHT PACIFIC
2011 WORLD SUPERYACHT AWARDS "JUDGE'S COMMENDATION"
WITH BANNENBERG ROWELL & GERMAN FRERS



© CLAUDIUS SCHAEFER



© GERALD LORENZ





AFTER SUNSET

DESIGN & LIFESTYLE TRUELY BEGIN:

DON'T LET

- > YOUR YACHT DISAPPEAR!
- > YOUR HOME BE STANDARDIZED.
- > YOUR ENTERTAINMENT AREA BE UNEXCITING.

**THE VALUES & BENEFITS
OF SOPHISTICATED LIGHTING:**

- > SIGNATURE LOOK & IDENTITY
- > ARCHITECTURAL INTEGRATION
- > ENHANCED MOOD & ATMOSPHERE
- > VERSATILITY, VARIABLE USER MODES



13D, inc. - DESIGN PHILOSOPHY & SERVICES

13D, 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.

Every owner has unique objectives, needs, and visions. As design consultants, we work independently from fixture margins or product purchases and are valued for our time and effort. This allows us to meet the objectives of our clients without being compromised. It is best if we are engaged for the full duration of a project and participate in the same design and construction phases as the architect in order to ensure the smooth and successful implementation of our designs, but our services can also be approached as pure technical consultants on a per need basis.

13D, inc. / Beatrice Witzgall - BACKGROUND

Award-winning designer and architect Beatrice Witzgall established New York City based "13D, Inc." in 2007. Before starting 13D, Inc. she was Senior Design Associate at the world-renowned lighting design boutique firm "L'Observatoire International" where she worked for 6 Years on over 40 prominent and award-winning projects around the world. There she worked with architects such as Frank Gehry, Steven Holl, Toyo Ito and Jean Nouvel and on projects such as the New York Jets & Olympic Stadium Proposal, various large-scale casino hospitality projects worldwide, etc. Witzgall entered the world of lighting when she won a 1998 competition for a "Light-Play House" for the Expo 2000 in Germany during her graduate architectural studies at the Technical University of Braunschweig. In 1999 she joined the graduate program of the prestigious Rhode Island School of Design, USA, where she also collaborated with the MIT Media Lab on interactive environments until 2003. In 2002-2003, she investigated how lighting can act as an ambient information source capable of influencing people's behaviors and movement patterns with her graduate students at the Parsons School of Design in NYC.

Currently **13D, inc.** - a team of 4-5 - 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"-recognized megayachts and performance sailing yachts with acclaimed designers such as Reymond Langton, Bannenberg Rowell, German Frers, RWD and shipyards such as Lueresen, Abeking & Rasmussen, Hodgdens, and Gunboat.

Recent publications include:

The Superyacht Design, The Yacht Report, Hospitality Design, etc.

Recent awards include:

- 2011 WORLD SUPERYACHT AWARD: JUDGE'S COMMENDATION for PACIFIC
- 2011 BEST SAIL BOATS; FLAGSHIP MULTIHULL for GUNBOAT 66
- 2010 LUMEN AWARD for LINCOLN CENTER, NYC
- 2009 INDEX AWARD for PINK, NEW ORLEANS with BRAD PITT



85M SUPERYACHT PACIFIC
INTEGRATED LIGHTING ACCENTUATING THE TEXTURES



YACHT VIP-CABIN: RELAXED LOUNGE MOOD



YACHT VIP-CABIN: INTIMATE LATE NIGHT MOOD



60M M/Y - AFT DECK: COCKTAIL LOUNGE MOOD



60M M/Y - AFT DECK: LATE NIGHT MOOD



I3D OFFERED SERVICE OPTIONS

TYPICAL LIGHTING SERVICE PACKAGES

COMPACT	STANDARD MINIMAL	STANDARD EXTENDED	DELUXE COMBO	DELUXE ULTRA
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TYPICALLY PART OF "SCHEMATIC DESIGN" PHASE (DESIGN & CONCEPT)

> PROJECT ANALYSIS & EVALUATION	✓	✓	✓	✓	✓
> LIGHTING DESIGN with varies design complexity approaches					
. DESIGN COMPLEXITY - FUNCTIONAL / BASIC / TRADITIONAL	✓				
. DESIGN COMPLEXITY - STANDARD WITH ADDED SPICE / FEATURES		✓	✓		
. DESIGN COMPLEXITY - CUSTOM, INDIVIDUAL, ARCHITECTURAL				✓	✓
> VISUALIZATIONS / RENDERINGS				✓	✓
> DESIGN PRESENTATION BOOKLET & CLIENT PRESENTATION				✓	✓

TYPICALLY PART OF "DESIGN DEVELOPMENT DESIGN / CONSTRUCTION DOCUMENTS" PHASE (PLANNING)

> LIGHTING TECHNICAL SPECIFICATIONS	✓	✓	✓	✓	✓
> LIGHTING PLANS / LAYOUTS					
. as MARKUPS	✓	✓			
. as CAD PRODUCTION			✓	✓	✓
> LIGHTING INTEGRATION DETAILS (development & production)			✓	✓	✓
> DIMMING CONTROL INTENT & ZONING	✓	✓	✓	✓	✓
> REVISIONS & ADDITIONAL SUBMISSIONS (number to be defined)			✓	✓	✓
> MARK-UPS & REVIEW OF INTEGRATION DRAWINGS			✓	✓	✓
> BASIC COORDINATION (information exchange)					
. With max. 2 interfaces	✓	✓			
. With several points of contact			✓	✓	✓
> INTEGRATION COORDINATION			✓	✓	✓

TYPICALLY PART OF "CONSTRUCTION ADMINISTRATION" PHASE (IMPLEMENTATION)

> ON-SITE REVIEW OF INSTALLATION	✓	✓	✓	✓	✓
> MARK-UP OF SHOP DRAWINGS				✓	✓
> PUNCHLIST			✓	✓	✓
> FOCUSING & AIMING		✓	✓	✓	✓
> SETUP OF LIGHTING SCENES				✓	✓

ADDITIONAL / EXTRA LIGHTING SERVICES DEPENDING ON PROJECT TYPE & NEEDS (ALWAYS AVAILABLE) - WHEN REQUESTED

> MOCK-UPS				✓	✓
> CUSTOM FIXTURE DEVELOPMENT				✓	✓
> SHOP-DRAWING REVIEW				✓	✓
> SAMPLE ORDERS & SAMPLE REVIEW				✓	✓
> MANUFACTURER COORDINATION				✓	✓
> SPECIAL PURPOSE LIGHTING (like Art, etc)				✓	✓
> REVISIONS & ADDITIONAL SUBMISSIONS (number to be defined)				✓	✓
> REVIEW OF FIXTURE ALTERNATIVES				✓	✓
> COLLABORATION WITH LOCAL COUNTER PARTY (foreign projects)				✓	✓
> DECORATIVE FIXTURE SELECTIONS					
> LIGHTING CALCULATIONS					
> BUDGET OR BIDDING SUPPORT					
> LEED, ENERGY CALCULATIONS, ETC.					
> LOAD SCHEDULE / POWER ESTIMATION CHART					
> BRANDING CONSIDERATIONS					✓
> THEATRICAL LIGHTING ELEMENTS					✓
> USER MANUAL PREPERATION					✓
> TRAVEL TO SITE (outside of NYC)					✓
> MONTHLY STAND-BY RETAINER					
> FAST-TRACK / EXPRESS HANDLING					



PRIVATE DACHA, RUSSIA



FASHION 26 HOTEL, NYC



PHAEDO - AFT DECK

© GUNBOAT



SUN DECK: LATE NIGHT AMBIANCE



© GUNBOAT

66' GUNBOAT PHAEDO



FASHION 26 HOTEL, NYC



WYNDHAM GARDEN HOTEL, NYC



© GUNBOAT

66' GUNBOAT PHAEDO

LIGHTING

**RECOGNIZE THE IMPACT,
EMBRACE & ACKNOWLEDGE IT!
INTEGRATE IT.**

ALLOW US TO HELP YOU TO CREATE
YOUR SIGNATURE ENVIRONMENT

> CONTACT US



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I3D, INC.
520 WEST 122ND STREET, SUITE 64
NEW YORK CITY, NY 10027, USA
P: +1 646 729 4330 / E: info@I3Design.com



FASHION 26 HOTEL, NYC



TAIKOO HUI MOCKUP, CHINA



COSMOPOLITAN CASINO MOCKUP, LAS VEGAS



60M MOTORYACHT WITH DLBA

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Beatrice Witzgall // + 1 646 729 4330 // info@In3Design.com