



Designers Lighting Forum

Lighting and Media: A Convergence Conversation

Speaker Names:

Jeanne Angel – Local Projects

Shaun Fillion, LC Educator IALD – New York School of Interior Design

Matthew Schreiber – Schreiber Studio

Shan Jiang, IALD, MIES – Tillotson Design Associates

March 17th, 2020



leducation.org



Credit(s) earned on completion of this course will be reported to **AIA CES** for AIA members. Certificates of Completion for both AIA members and non-AIA members are available upon request.

This course is registered with **AIA CES** for continuing professional education. As such, it does not include content that may be deemed or construed to be an approval or endorsement by the AIA of any

material of construction or any method or manner of handling, using, distributing, or dealing in any material or product.

Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.



Learning Objectives

At the end of the this course, participants will be able to:

1. Explain what factors define a space as a narrative environment.
2. Identify uses of narrative in traditional architectural design.
3. Describe the impact of digital technology on spatial storytelling.
4. Discuss the scope a lighting designer contributes in collaboration with media designers and art directors.



Lighting and Media: A Convergence Conversation

The built environment is increasingly overlaid with a digital layer, an onion skin of sensors collecting information and representing physical space in a digital realm. As technology progresses and becomes more accessible and scalable, trends are in evidence which merge the digital and architectural spaces. Light, video and soundscapes are harnessed to redefine the relationship between occupant and space.

In this new world what distinguishes between designing architectural lighting and designing narrative light? What common language can be established for collaboration, when architectural space is augmented by media? How do we work together to tell the story of a space?

This seminar will leave participants with a better sense of the narrative storytelling and cross-platform collaboration and design.

Light and Media

Design Precedents



Grace Church New York, New York

Lighting: CBBLD

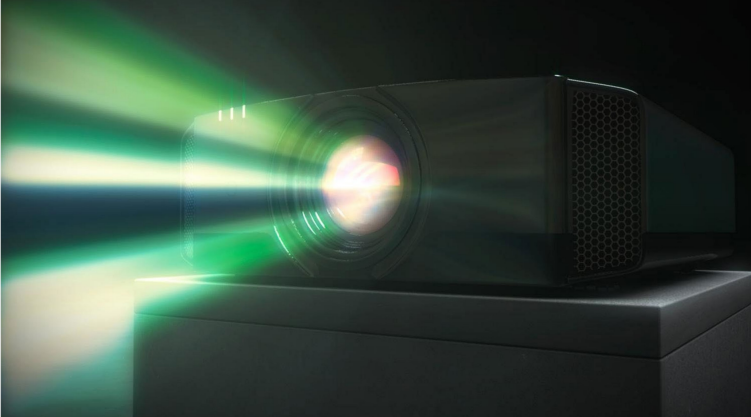
Architect: Walter B. Melvin Architects
Body Organbuilders

Photographer: Robbie Lawson - Taylor &





Photo credit: Anthony Quntano



New Technology

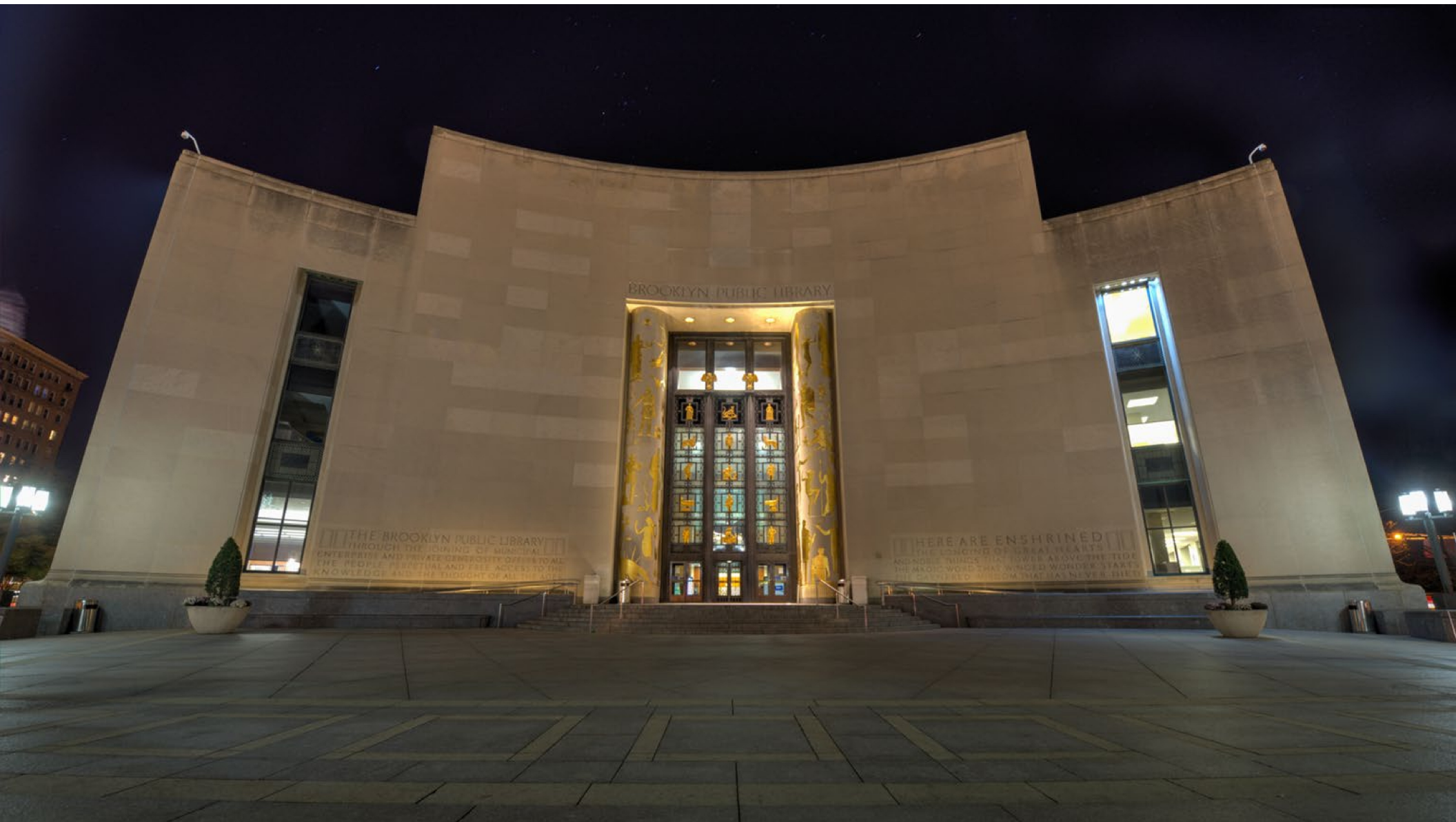




Video Credit: I<3Radio

From Monologue To Dialog

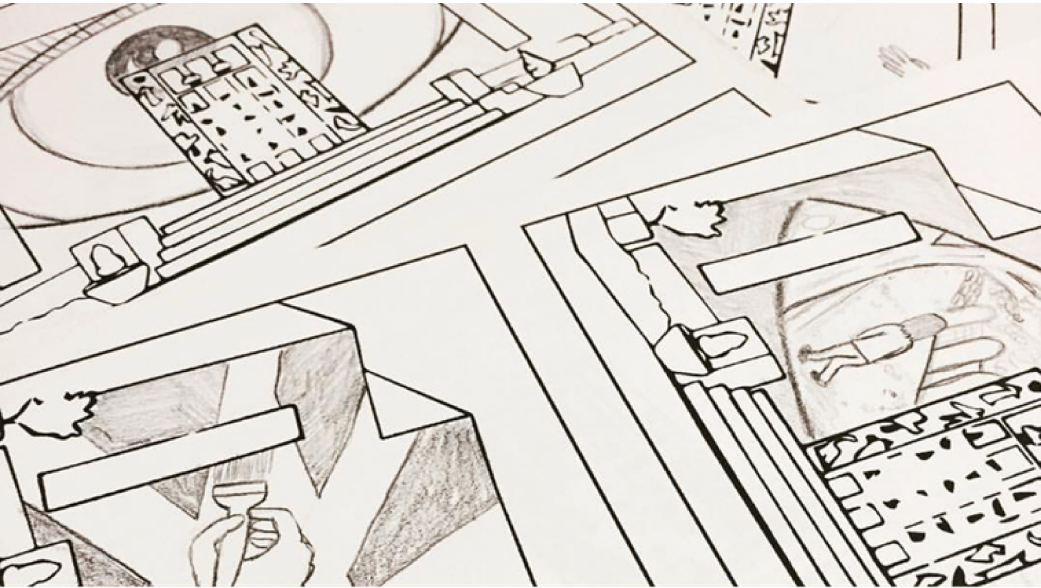




BROOKLYN PUBLIC LIBRARY

THE BROOKLYN PUBLIC LIBRARY
THROUGH THE JOINING OF MUNICIPAL
ENTERPRISE AND PRIVATE ENTERPRISE OFFERS TO ALL
THE PEOPLE RESPECTFUL AND FREE ACCESS TO THE
KNOWLEDGE AND THE ENLIGHTENMENT OF ALL THE AGES

HERE ARE ENSHRINED
THE LONGING OF GREAT HEARTS
AND HOPE THINGS THAT TOWER ABOVE THE TIDE
THE BOLD WORD THAT WAGED WONDER STAYS
ALL DAYLONG WISDOM THAT HAS NEVER DIED



I **have** ploughed and planted, and gathered into barns, and no man could head me! And ain't I a woman? I could work **as** much and eat as much as a man and bear the lash as well! And ain't I a woman? I have borne thirteen children, and seen most all sold off to slavery, and **when** I cried out with my mother's grief, none but Jesus heard me! And ain't I a woman?

I think that 'twixt the negroes **of** the South and the **women** at **the** North, all talking about **rights**, the **white men will** be in a fix pretty soon.

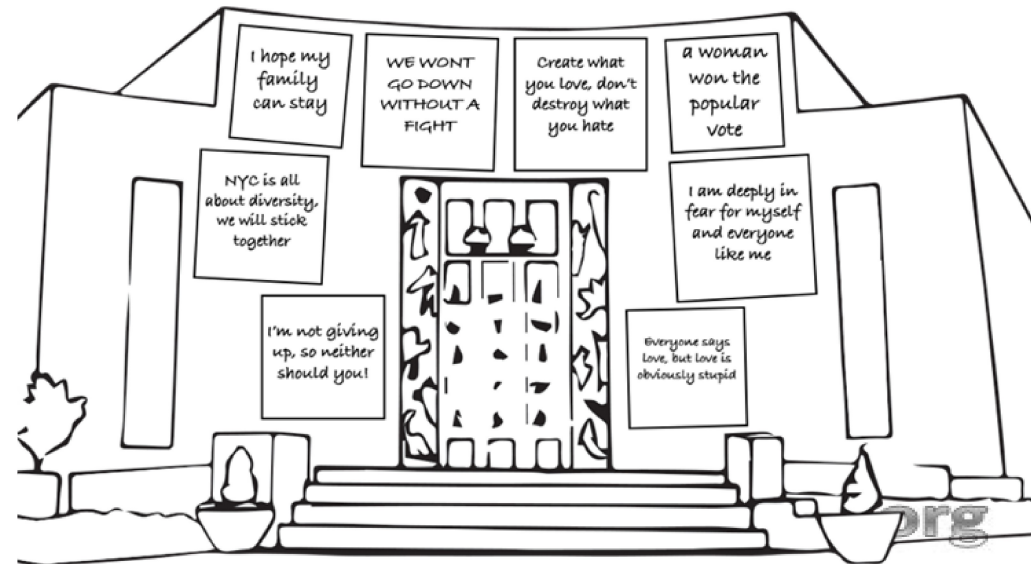
- Sojourner Truth

[out of order]

When will women and negroes have the rights of white men?

Gettysburg Address

The world **will** little note nor long remember **what** we say here, but it can never forget **what** they did here.... It is rather for us to be here dedicated to the great task **remaining** before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain, that this nation under God shall have a new birth of **freedom**, **and** that government **of** the people, by the people, for the people **shall** not **perish** from the earth.





PLANET WORD



**LOCAL
PROJECTS**







**LOCAL
PROJECTS**



Language around the globe



PLANET WORD

pastoral

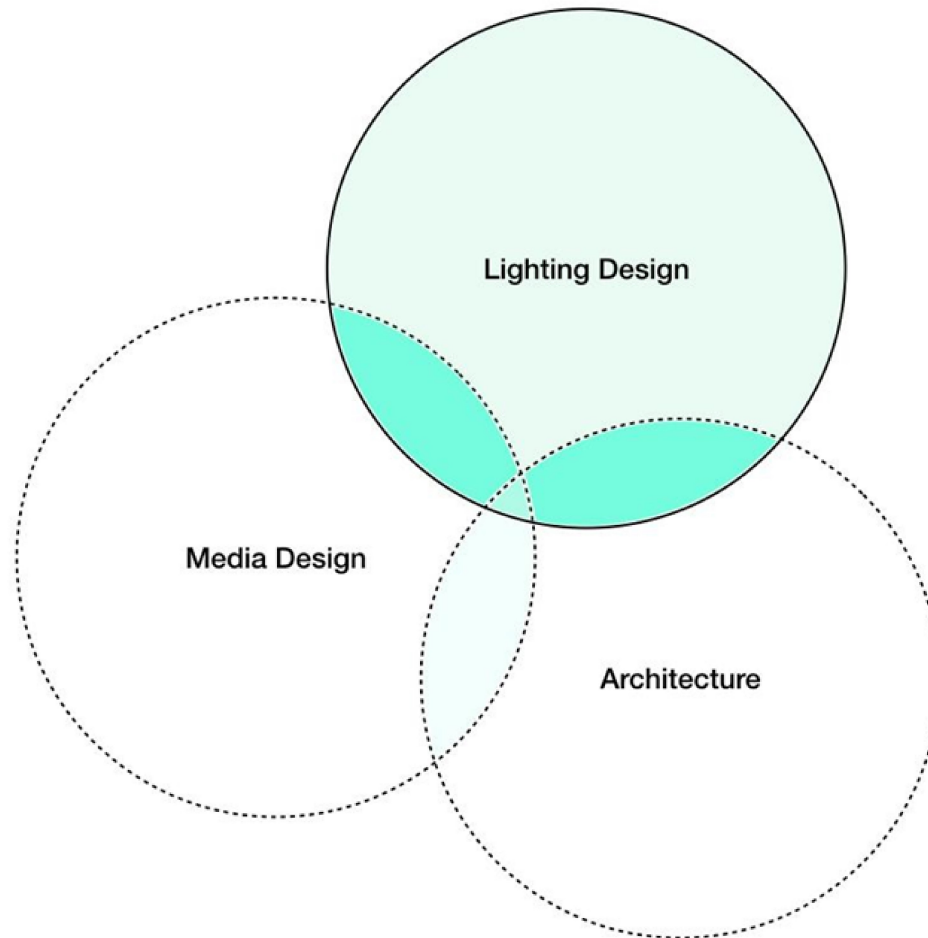
frigid

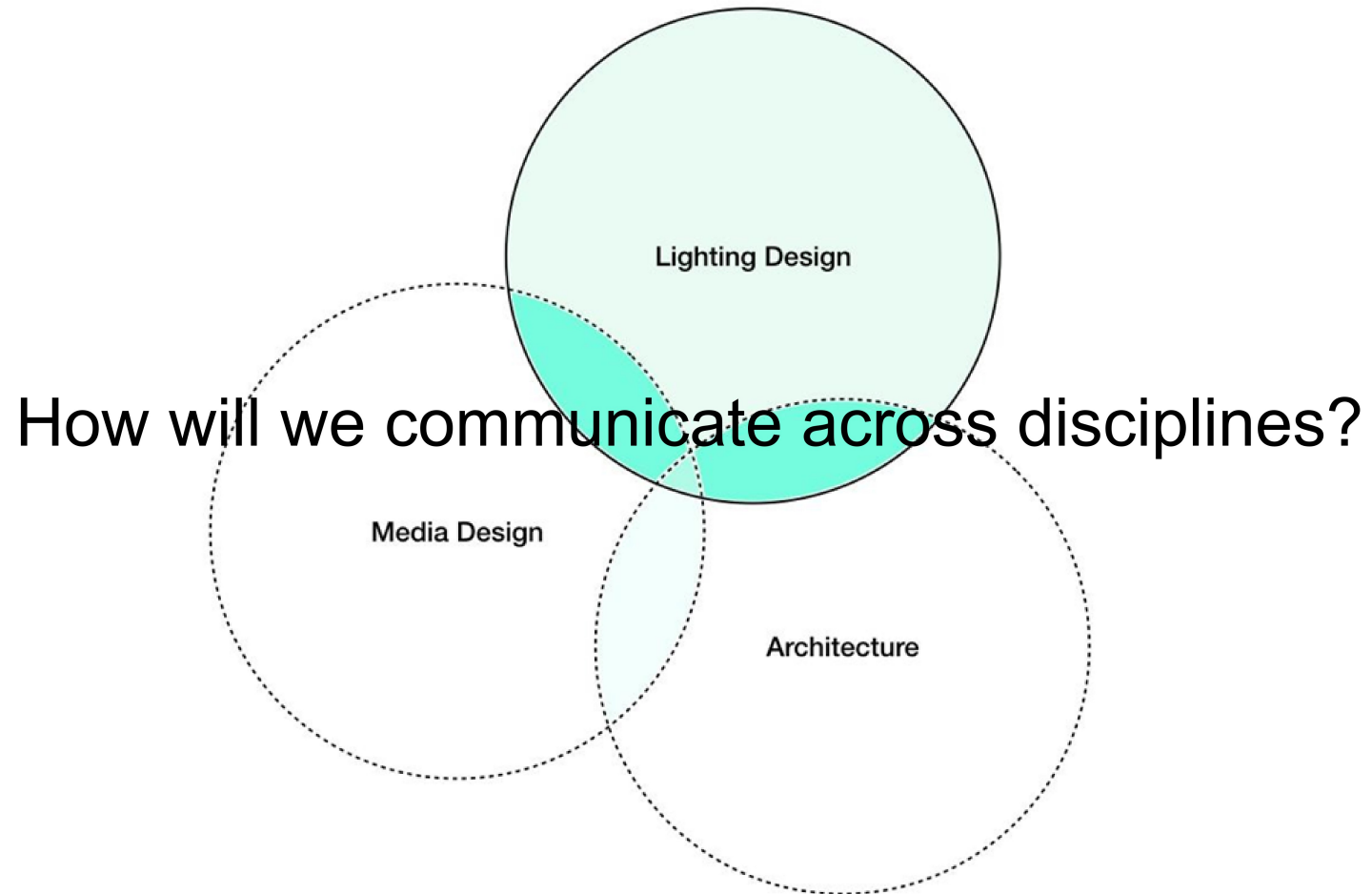
verdant

LOCAL
PROJECTS

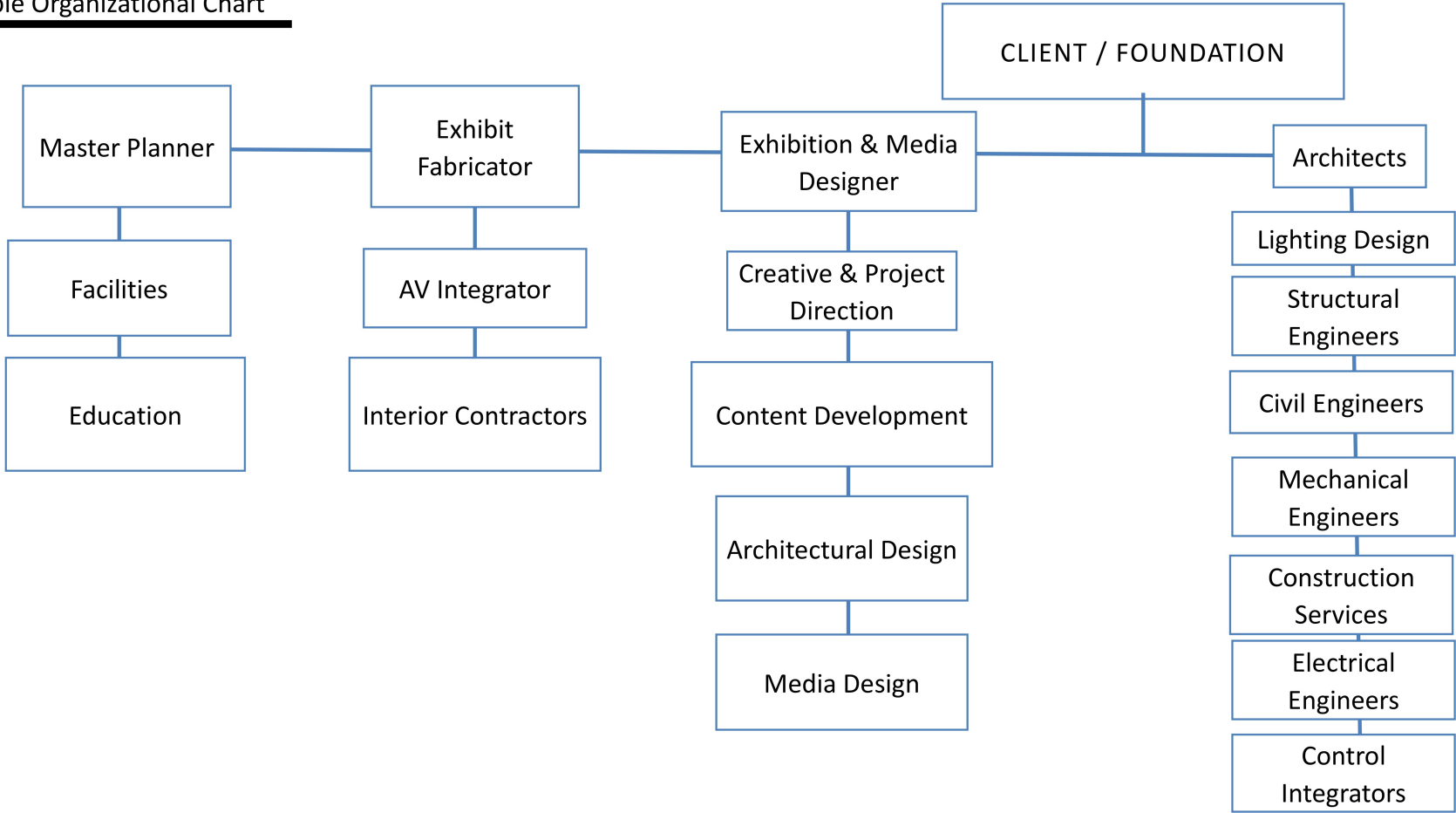


A Language for Collaboration





Example Organizational Chart



Light and Architecture



The Broad Los Angeles, CA Lighting: Tillotson Design Associates Architects: Diller Scofidio + Renfro / Gensler Photographers: John Muggenborg, Mugg Photo / Iwan Baan

LED



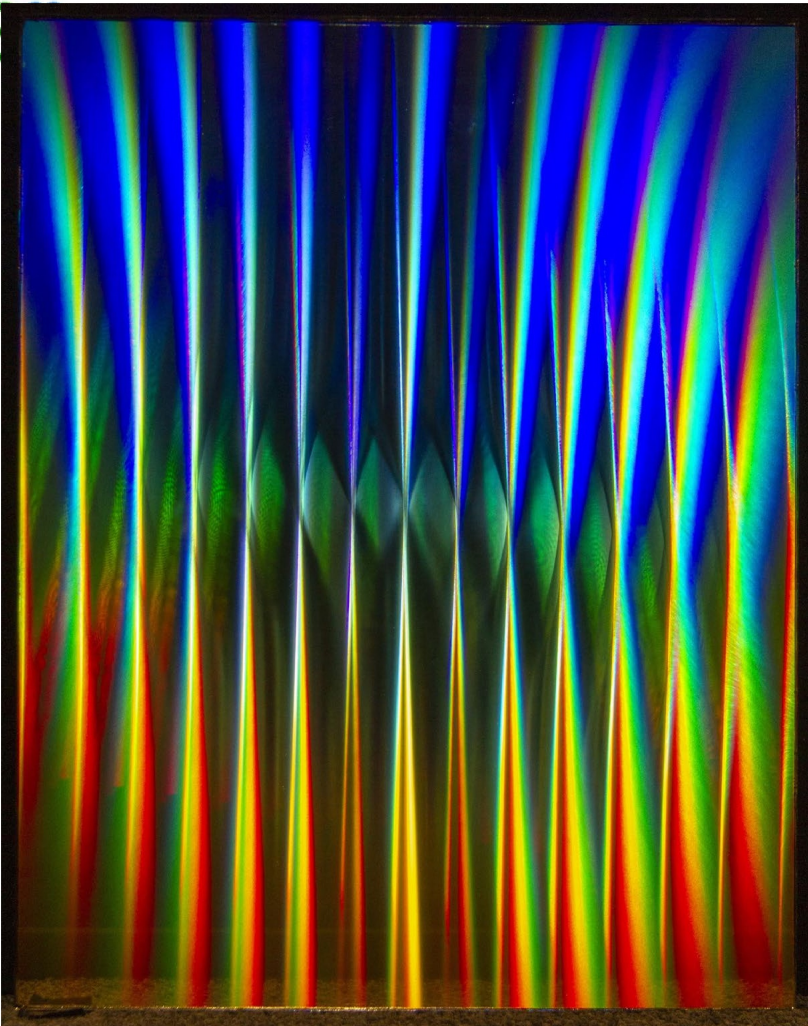
The Broad Los Angeles, CA Lighting: Tillotson Design Associates Architects: Diller Scofidio + Renfro / Gensler Photographers: John Muggenborg, Mugg Photo / Iwan Baan

LED



The Broad Los Angeles, CA Lighting: Tillotson Design Associates Architects: Diller Scofidio + Renfro / Gensler Photographers: John Muggenborg, Mugg Photo / Iwan Baan

Light as Art



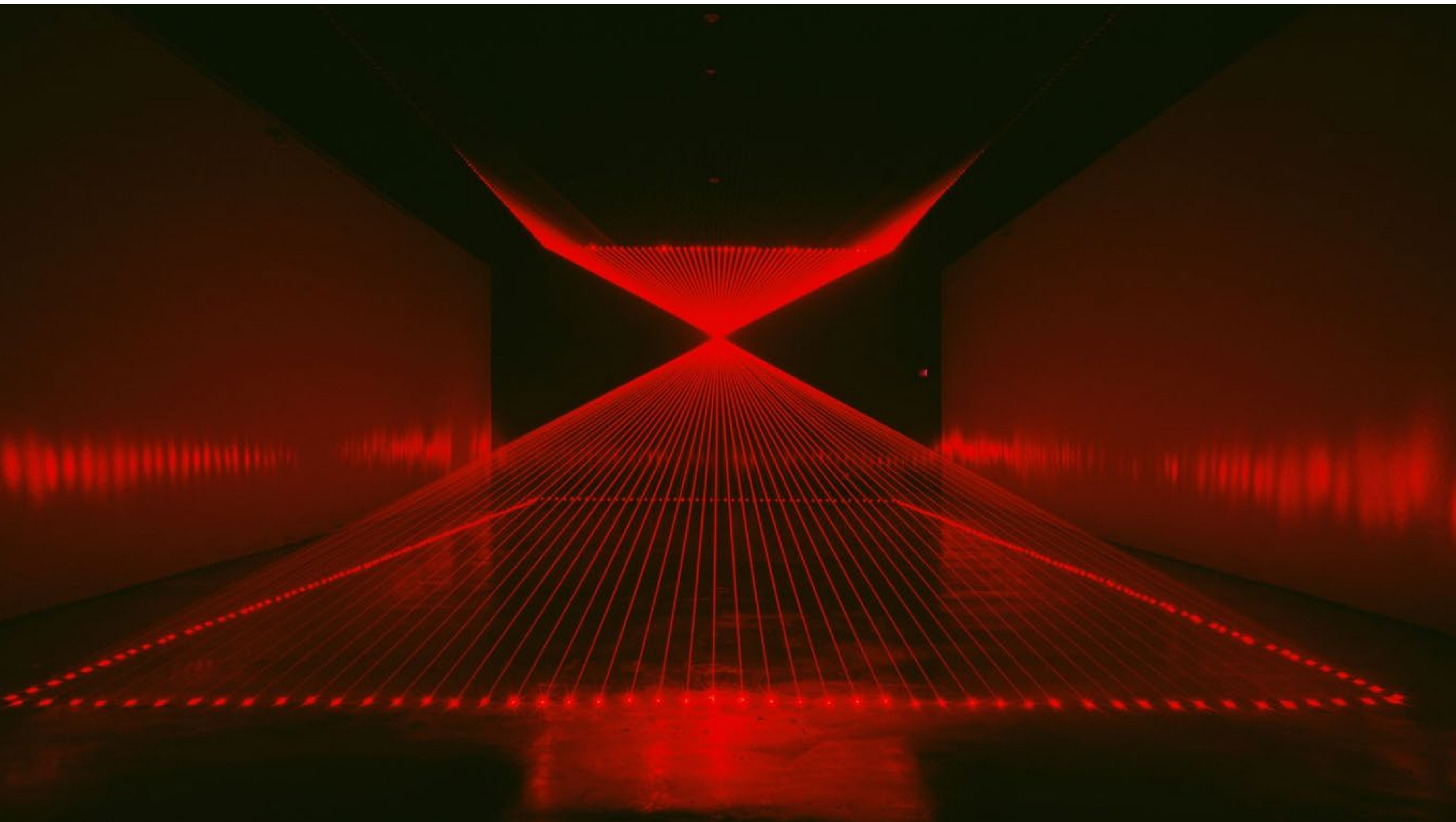


ion.org





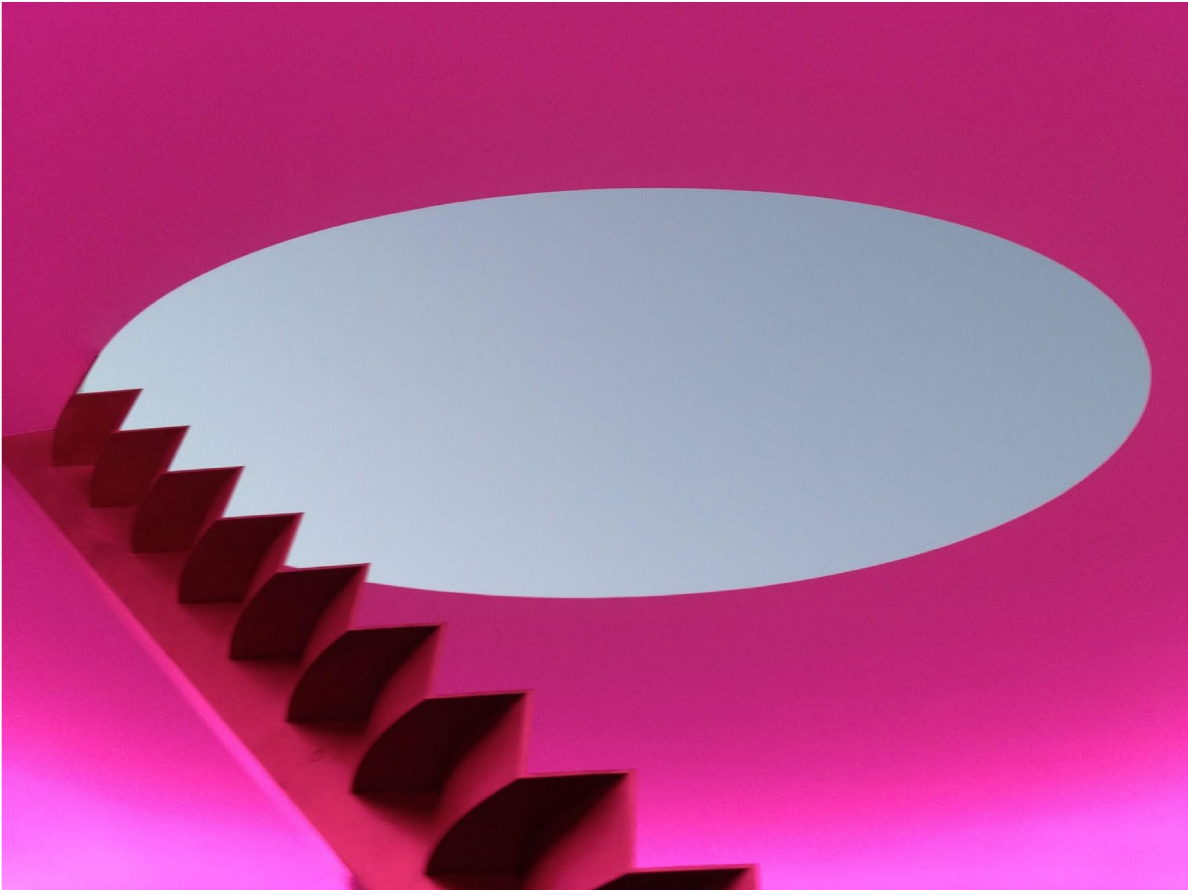




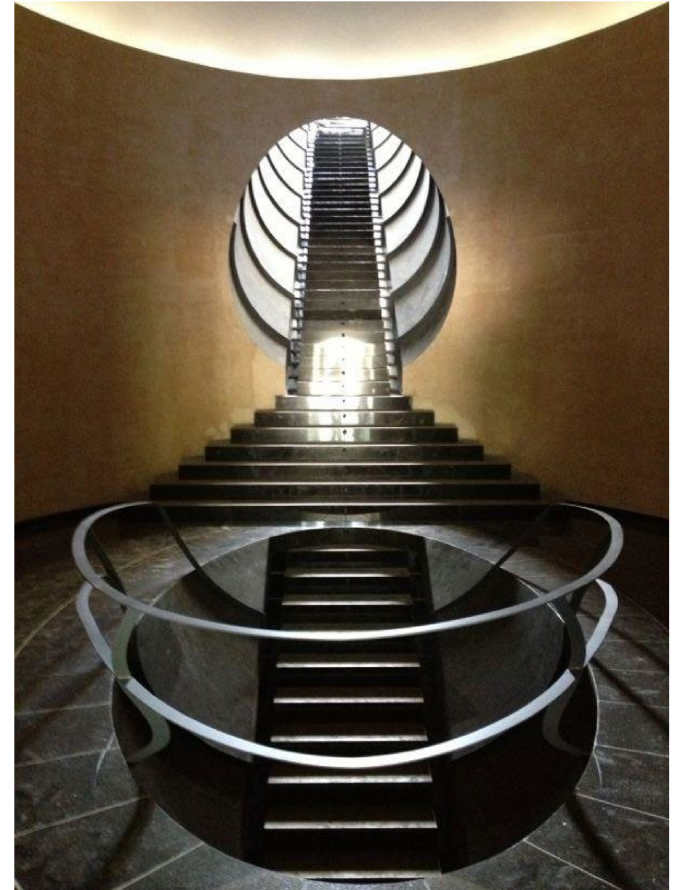


Matthew Schreiber - Baltic Studio - James Turrell





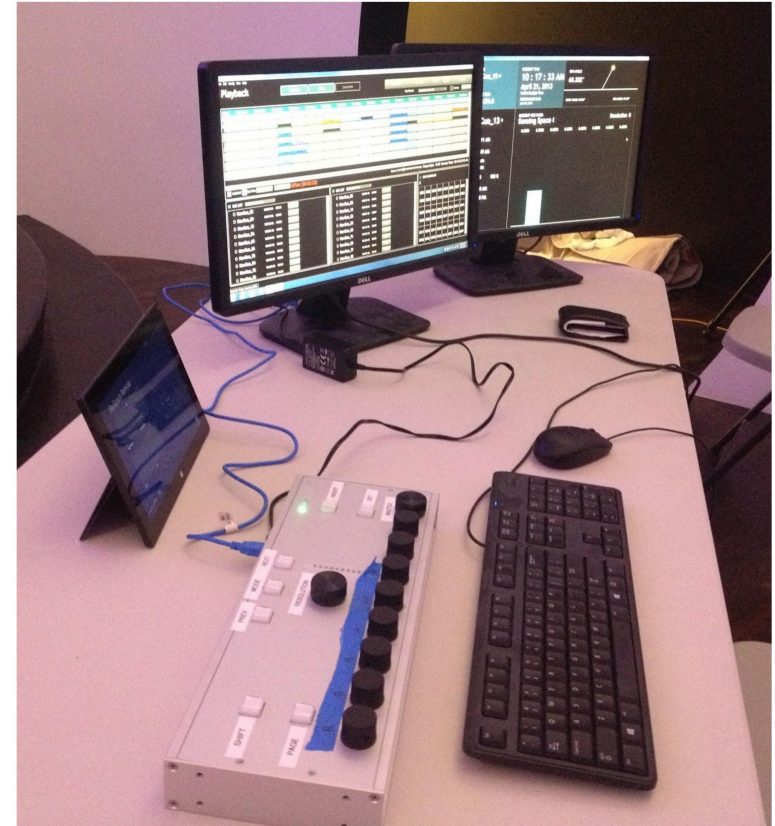
Matthew Schreiber - Baltic Studio - James Turrell





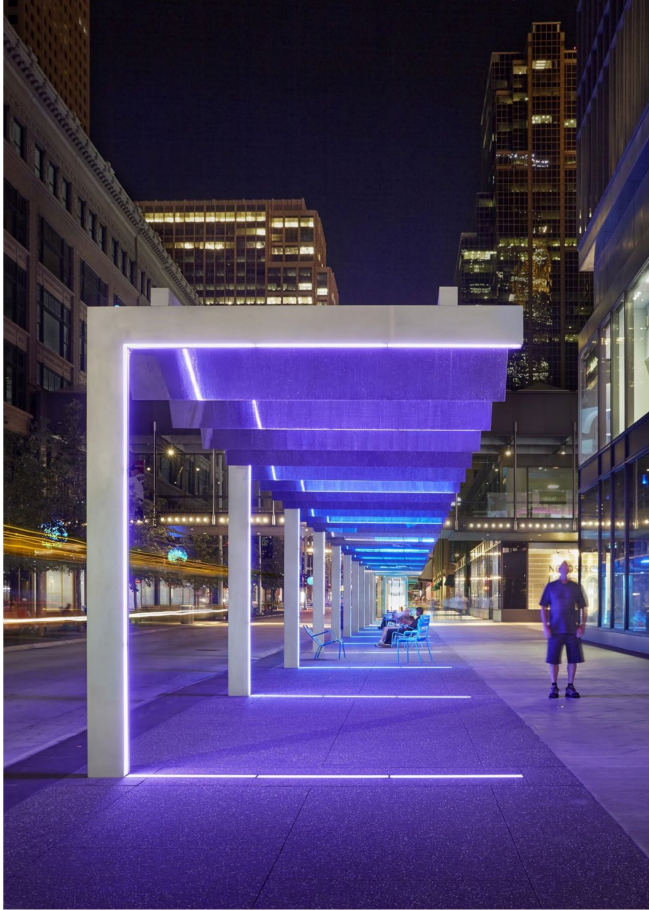
Matthew Schreiber - Baltic Studio - James Turrell





Matthew Schreiber - Baltic Studio - James Turrell

Light As Content



Nicollet Mall Minneapolis, MN

Lighting: Tillotson Design Associates
Photographer: John Muggenborg, Mugg Photo



Landscape Architect: James Corner Field Operations

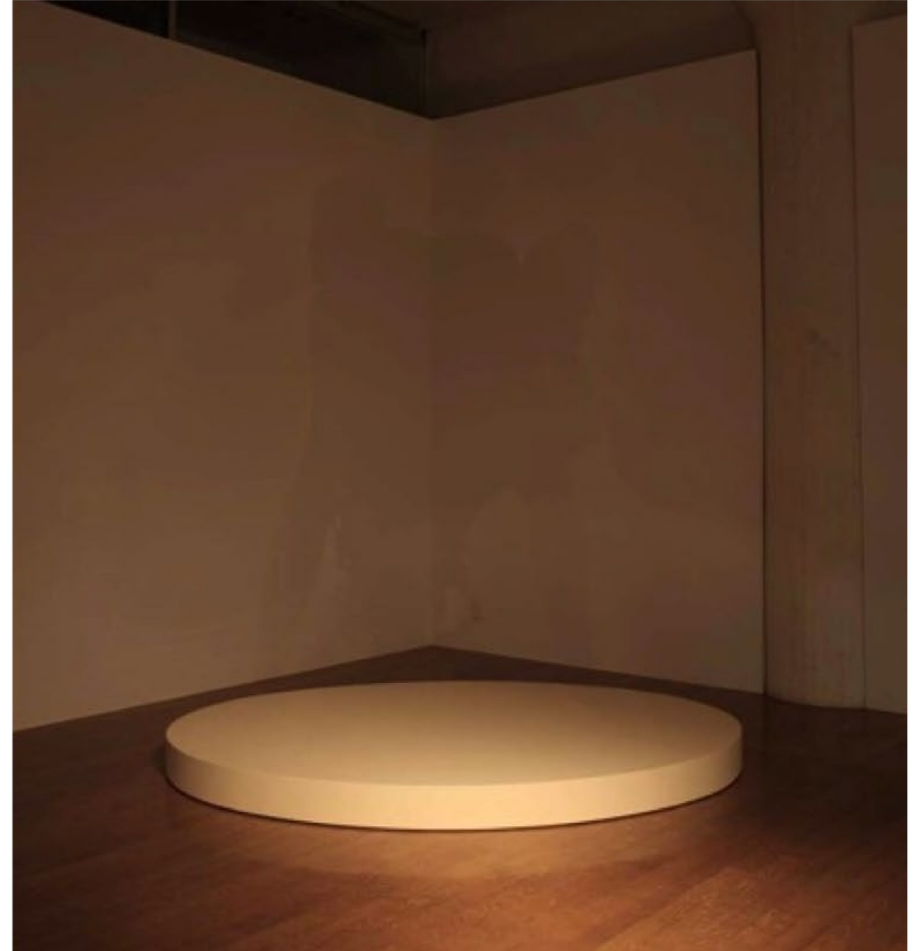


Content As Light



***untitled sculpture
(LARGE-SCALE
FLEXIBLE&SEXY SELF-
CANNIBALIZING NAKED
VAMPIRE)***

The sculpture is constructed from various mediums - steel, fiberglass, enamel paint, wax, synthetic hair, rubber, wood, cotton fabric and was built in several stages beginning with a customized steel frame that was then fitted with a cast fiberglass form which was then covered with a combination of wax, enamel, rubber and cotton linen. The synthetic hair on the sculpture was fabricated by the most famous and historical theatrical wig house, Bob Kelly, in New York and designed after the artist's own hair. The worked was shipped to Yokohama in one piece from New York requiring a very large crate especially built to safely contain the 366x183x122 centimeters sculpture weighing 255 kilograms.





Canadian Museum of Human Rights Winnipeg, Manitoba, Canada

Lighting: Tillotson Design Associates

Exhibit Design: Ralph Appelbaum Associates

Photo Copyright: Canadian Museum of Human Rights



Canadian Museum of Human Rights Winnipeg, Manitoba, Canada

Lighting: Tillotson Design Associates

Exhibit Design: Ralph Appelbaum Associates

Photo Copyright: Canadian Museum of Human Rights



Canadian Museum of Human Rights Winnipeg, Manitoba, Canada

Lighting: Tillotson Design Associates

Exhibit Design: Ralph Appelbaum Associates

Photo Copyright: Canadian Museum of Human Rights

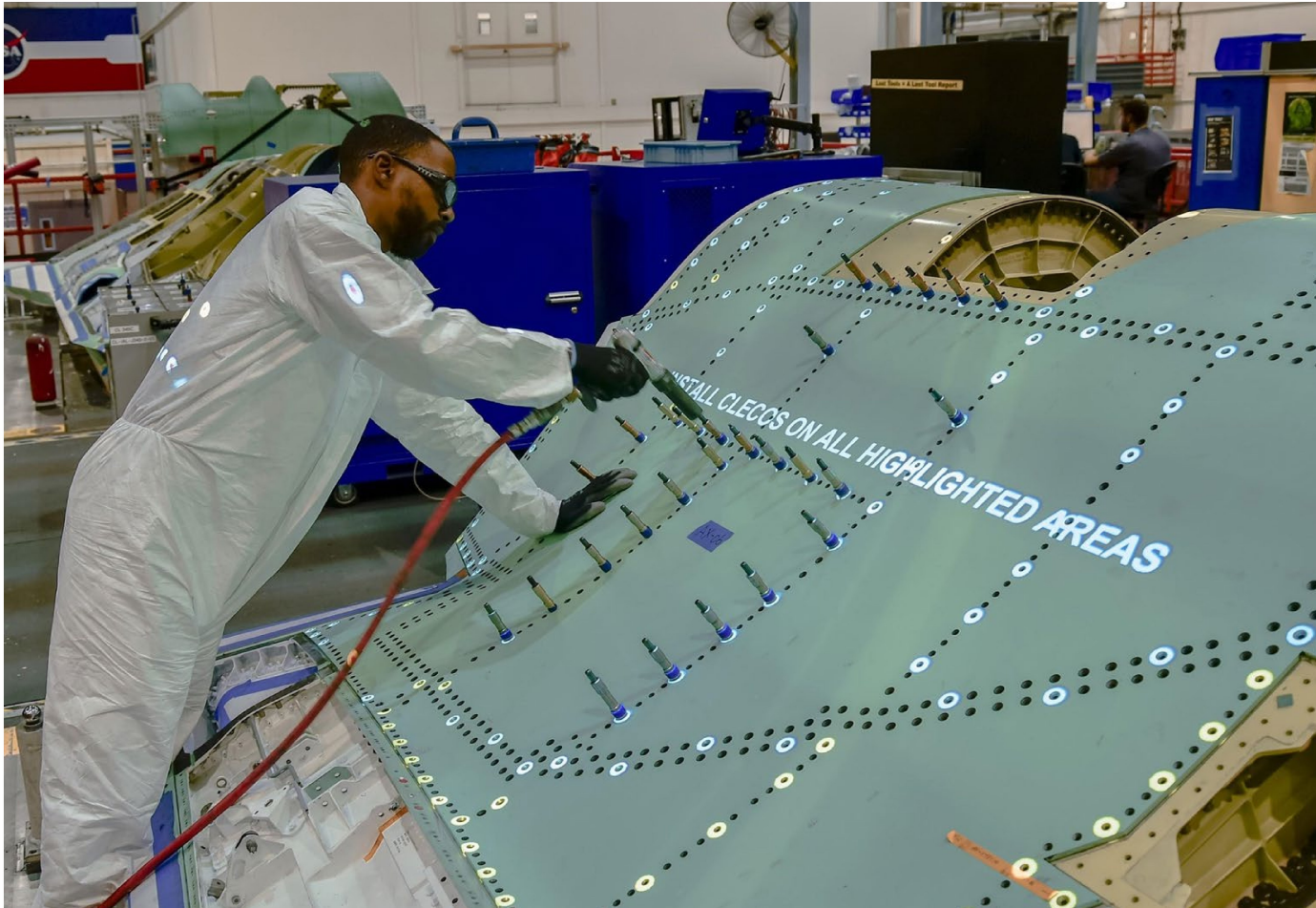


Canadian Museum of Human Rights Winnipeg, Manitoba, Canada

Lighting: Tillotson Design Associates

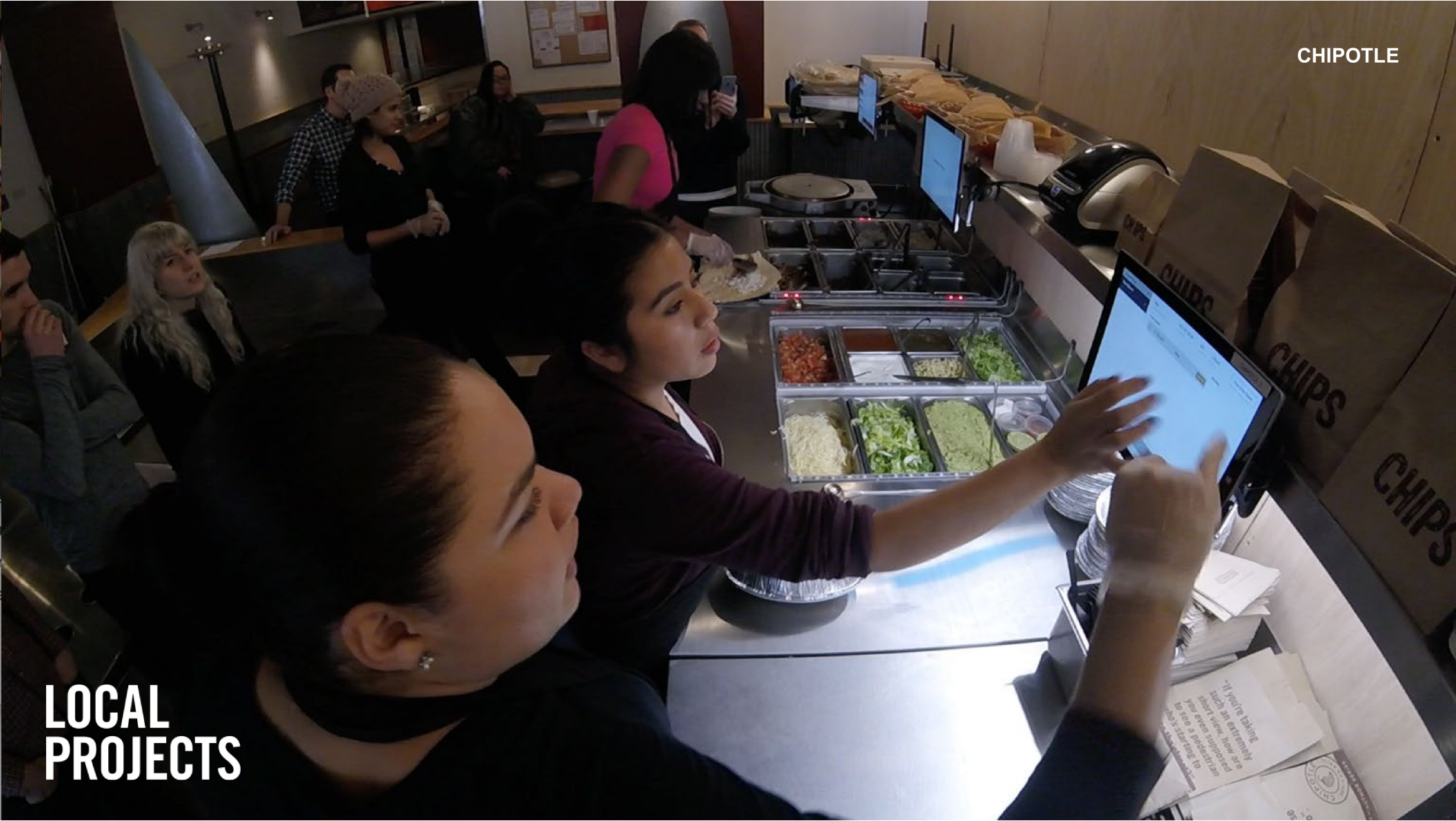
Exhibit Design: Ralph Appelbaum Associates

Photo Copyright: Canadian Museum of Human Rights

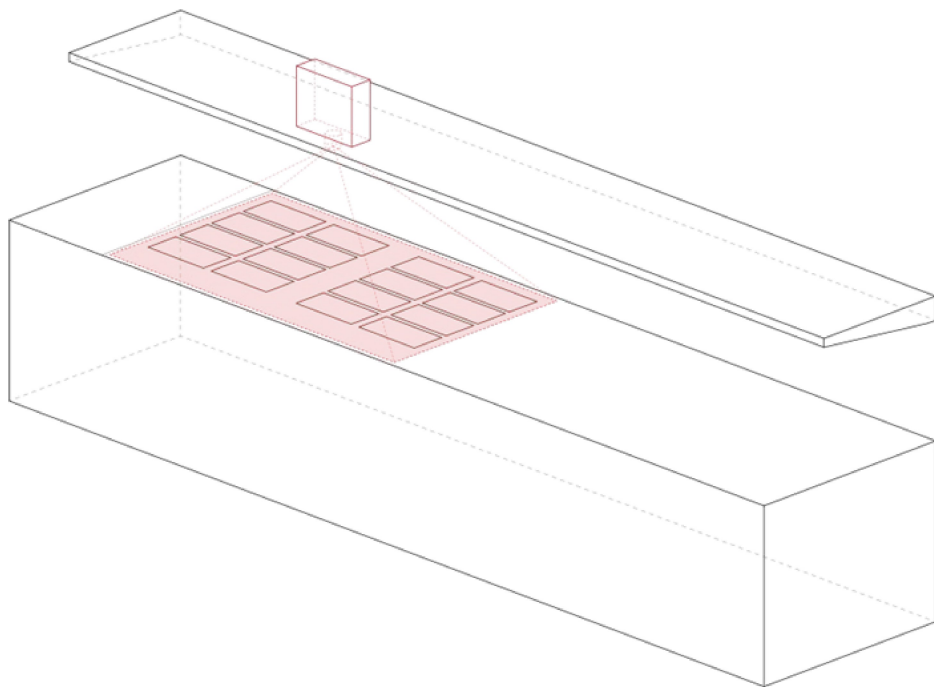


CHIPOTLE

LOCAL
PROJECTS



LEDucation Projector(s)



Pros

- Food safety improvement (no equipment near food / on surface)
- Flexible feedback / indications
 - Can use full surface for feedback, rather than just a small strip
 - Can integrate with the order GUI in a more meaningful way than just color pixels (LEDs)
- Wide range of projectors to choose from (regular and pico)

Cons

- High maintenance (changing bulbs, fans, etc.)

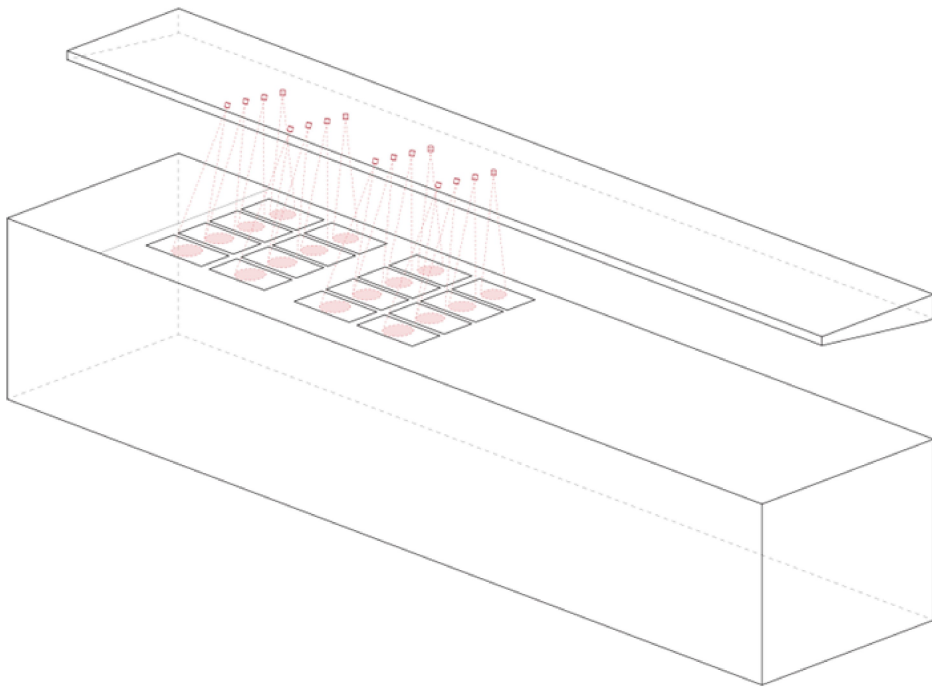
Risks

- Low legibility due to potentially low brightness
- Installation complexity (limited space)
- Periodic re-alignment/re-calibration



3 Soft Corn

LEDucation Spotlights / Laser Pointers



Pros

- Food safety improvement (no equipment near food / on surface)
- Higher intensity than pico-projectors
- Possibly off-the-shelf solution
- Customization for the restaurant environment

Cons

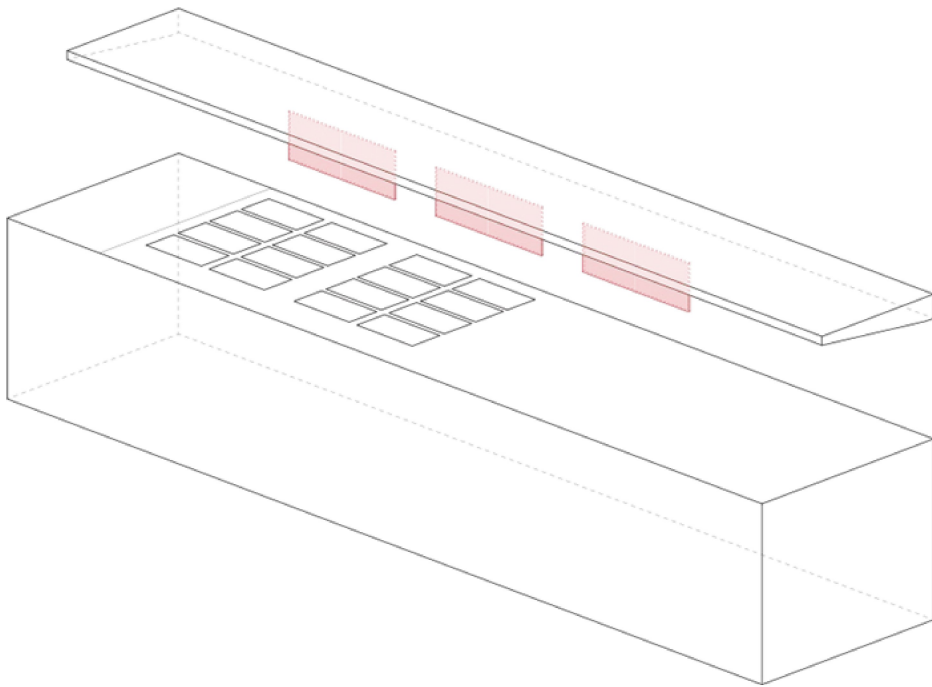
- Re-aiming/-calibrating the spotlights to correct skew over time
- Changes to bin structure will require reorienting the spotlight matrix
- Possible cost considerations with building custom solutions

Risks

- Possibly lower intensity of RGB spotlights
- Possible hardware customization (custom manufacturing for the kitchen space)
- Health concerns of using laser diodes (reflecting into eyes, needs to be investigated)



LEDucation Wall Screens



Pros

- Food safety improvement (no equipment near food / on surface)
- More straight-forward installation process
- Integrates/merges indicator and GUI
- UI can mimic bin layout exactly
- Fewer maintenance and calibration issues
- Easy replacement of devices

Cons

- Needs touch alternative for navigation
- No direct indication on the bins - increases head movement

Risks

- (No obvious risks)

C Burrito

"Extra carnitas and guacamole on the side please."

Salad Lettuce	
Medium Green	Medium Corn
Hot Pea	Beer Cream
Mild Tomato	

Butter
Extra Guacamole
Lettuce
Cheese



A Narrative Ecosystem



London Mithraeum London, UK

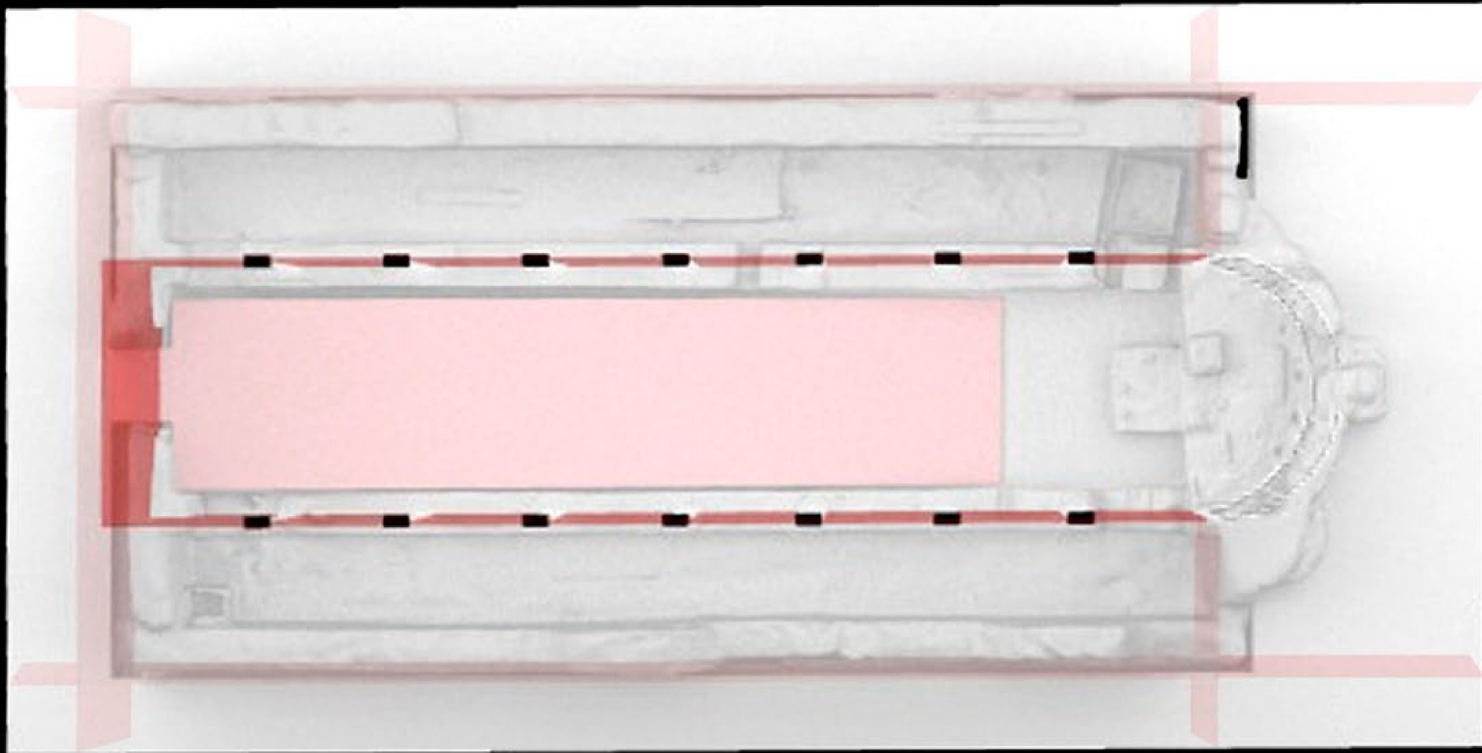
Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio
Photographer: James Newton Photographs / Studio Joseph

Design Team: Studio



London Mithraeum - Concept - Schreiber Studio









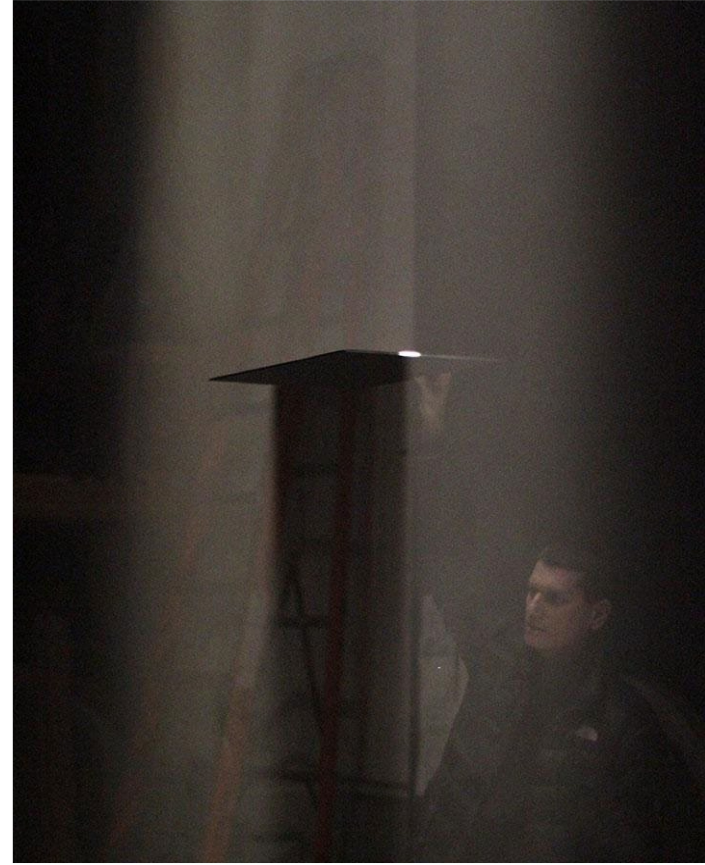




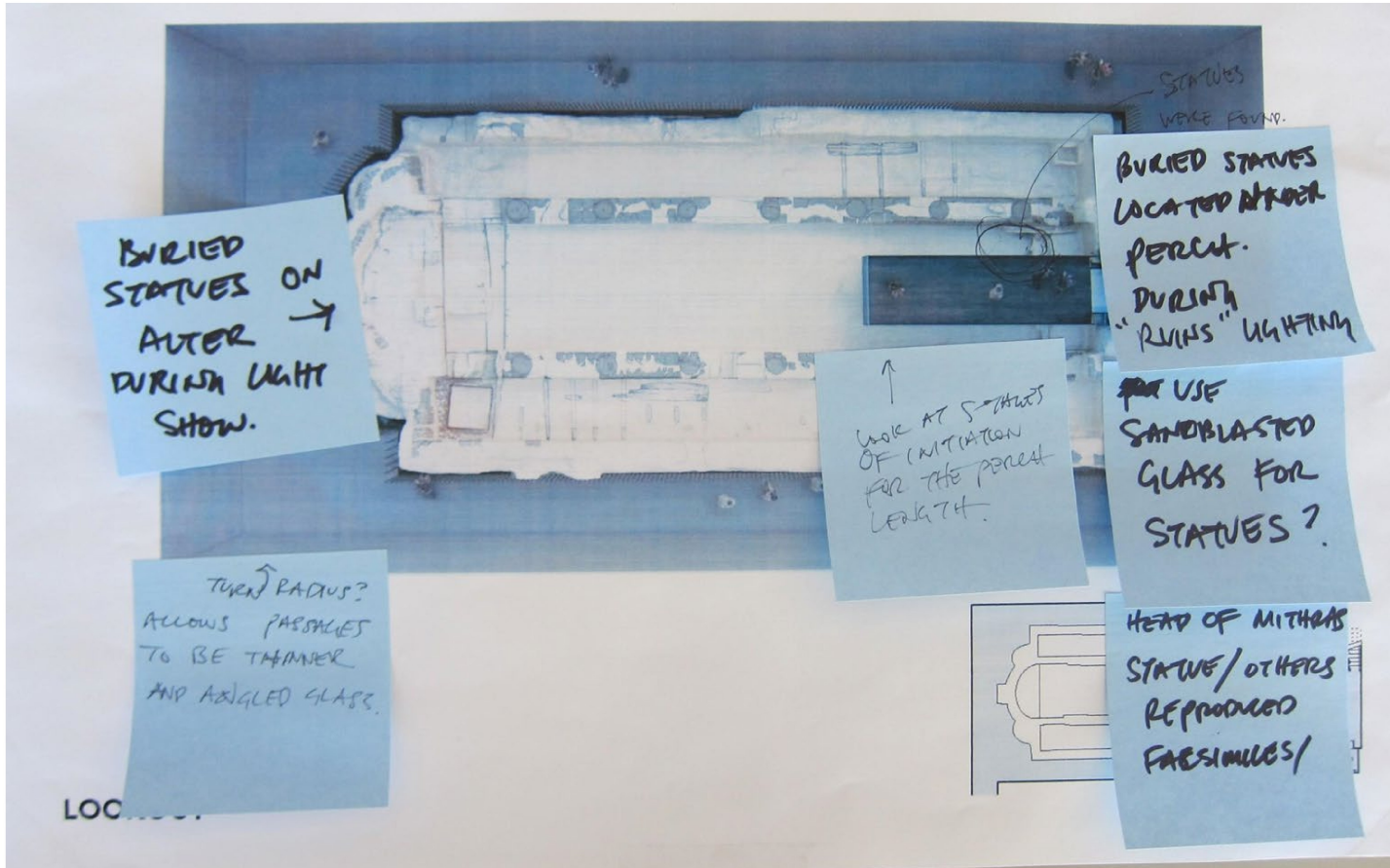


London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners



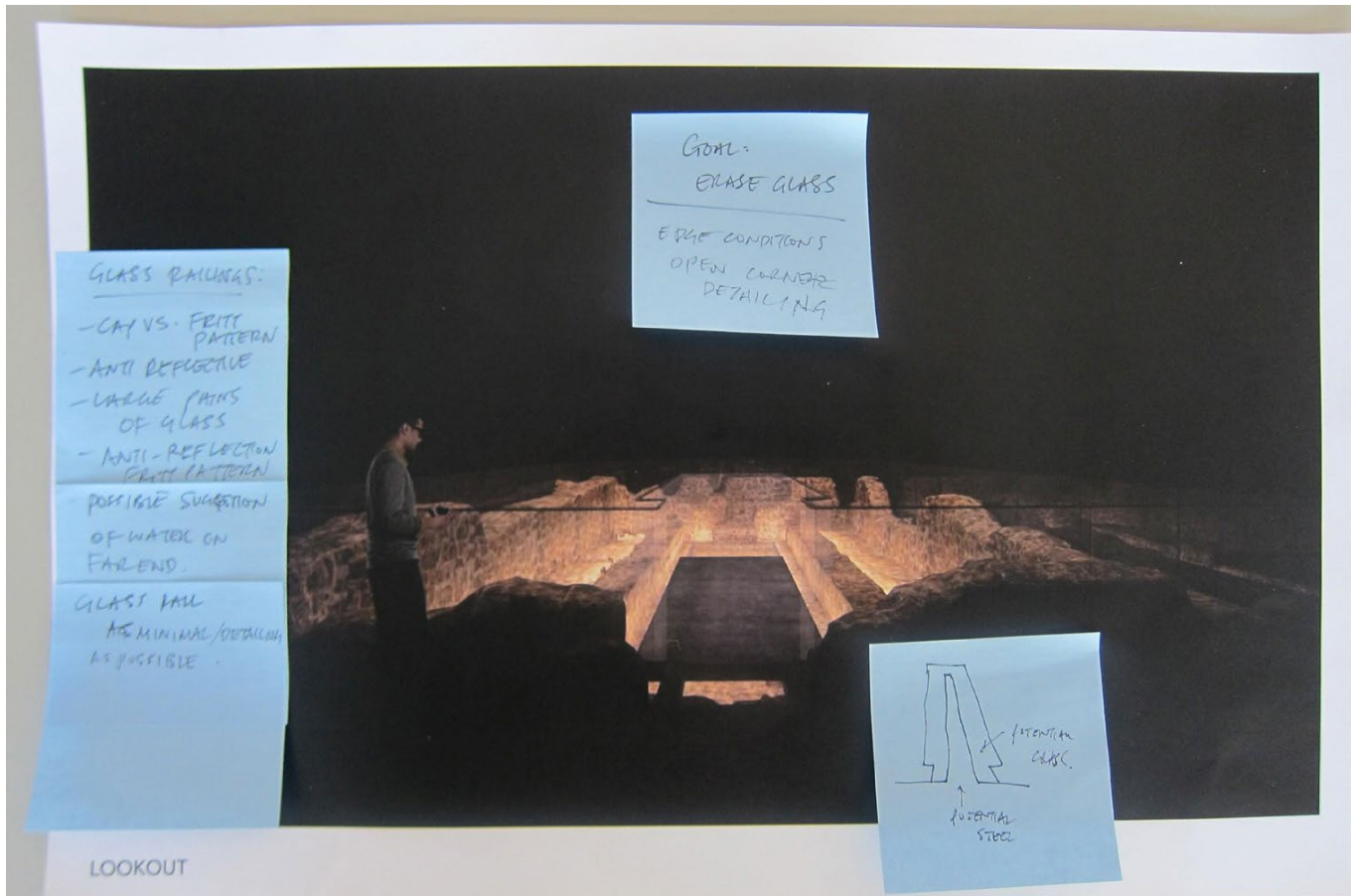
Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

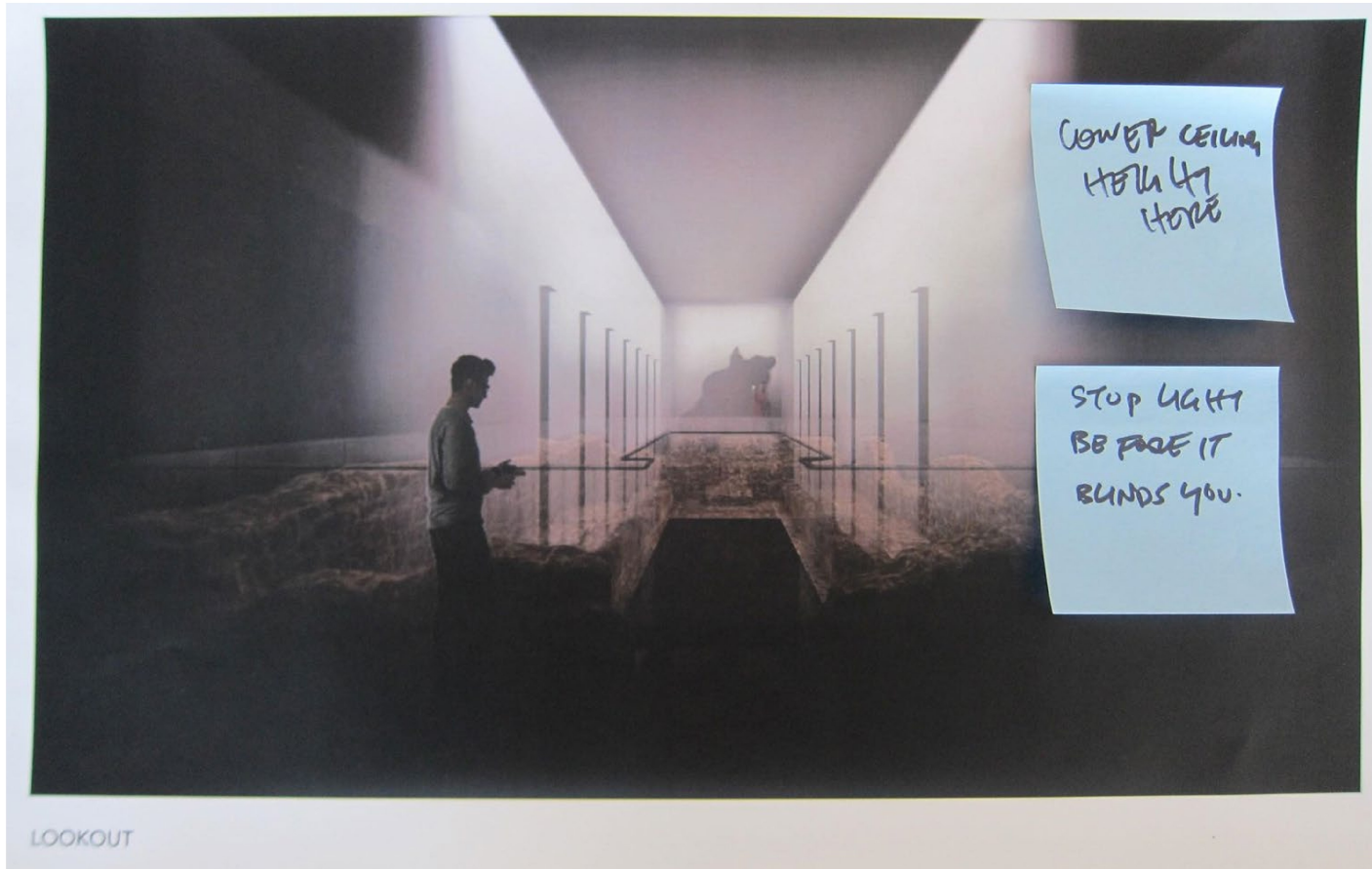
Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

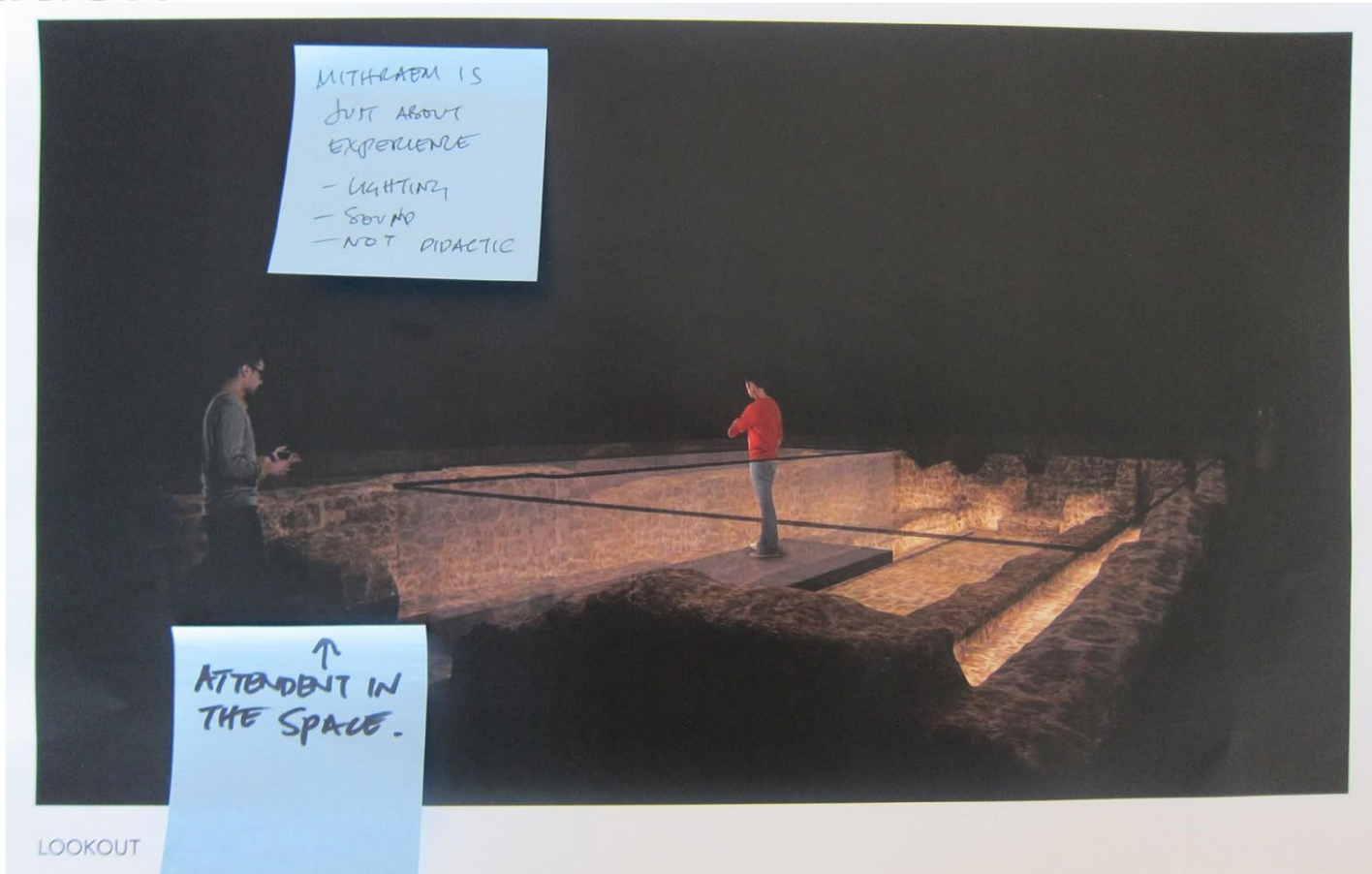
Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

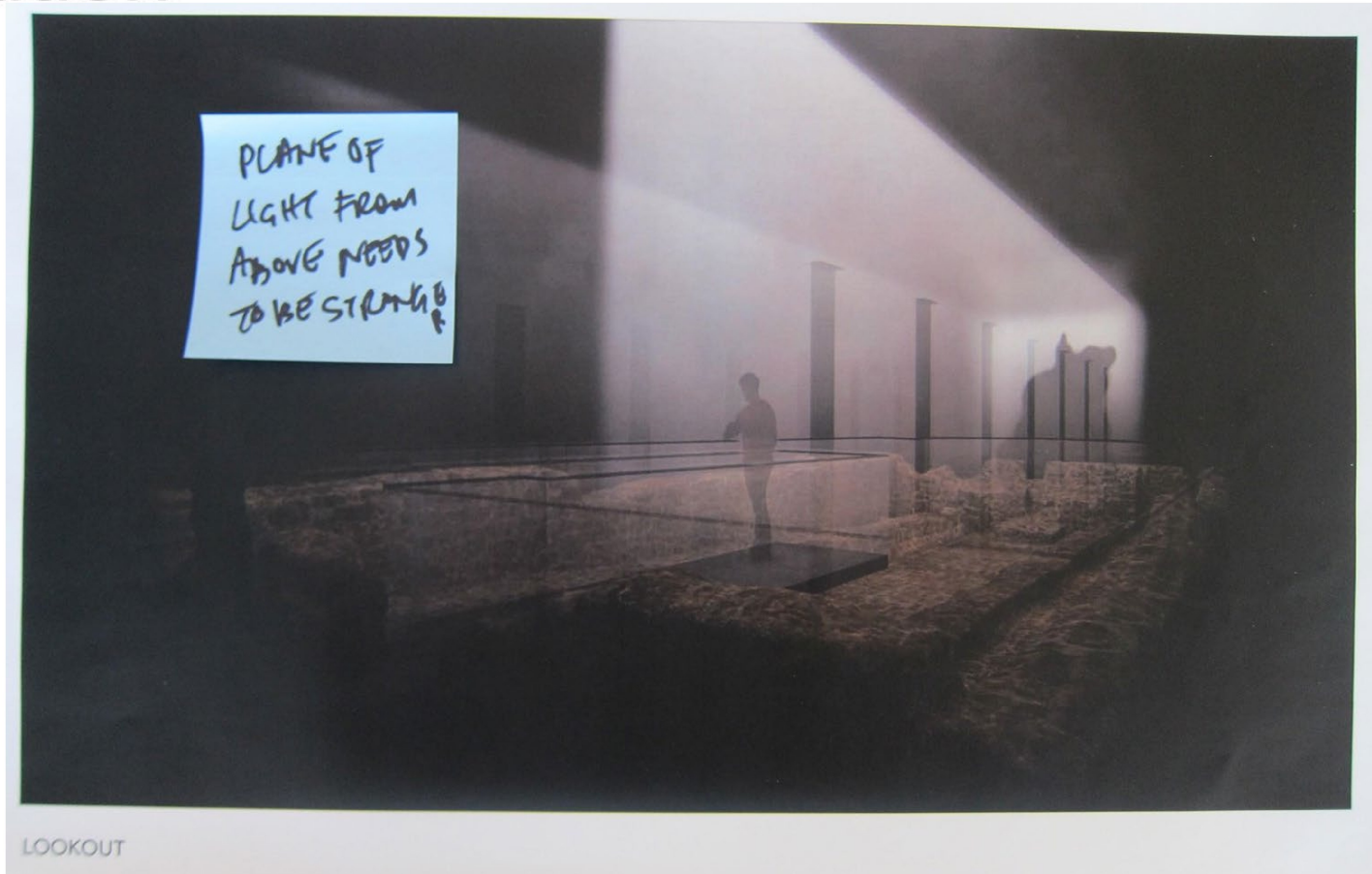
Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



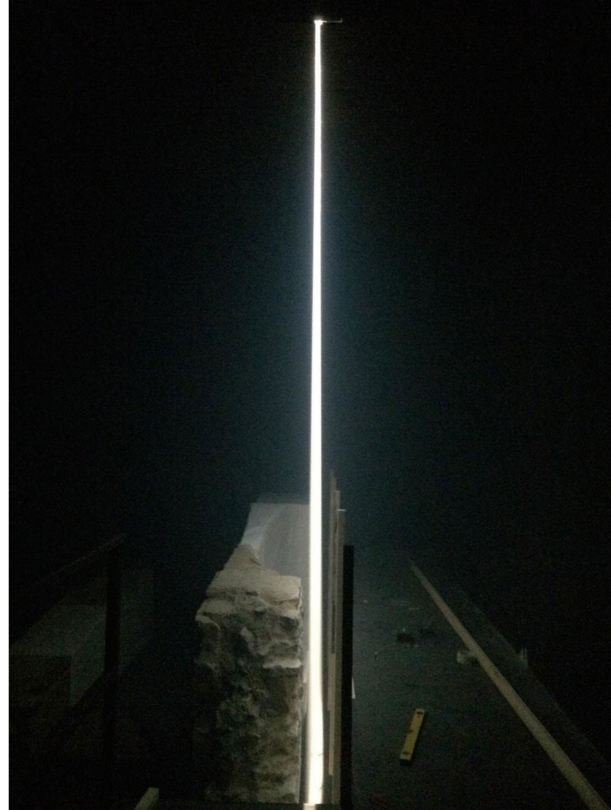
London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

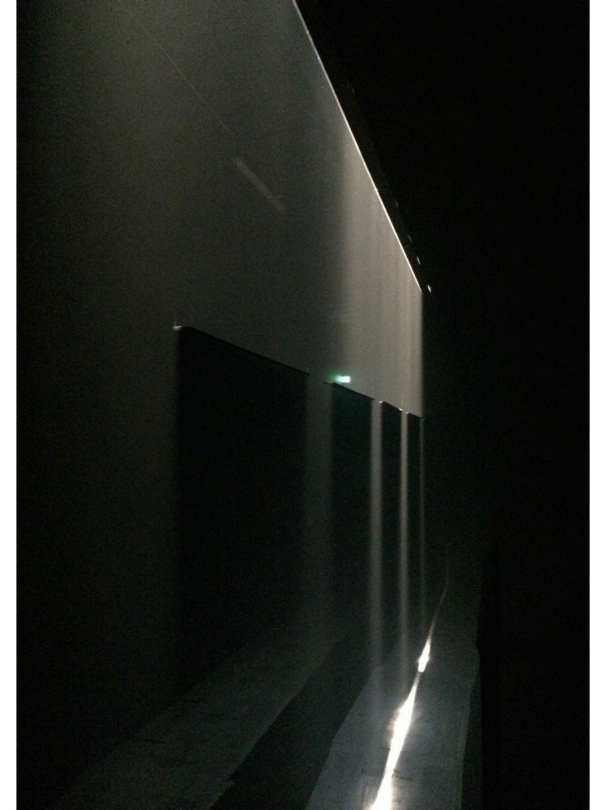
Light Artist: Schreiber Studio Design Team: Studio



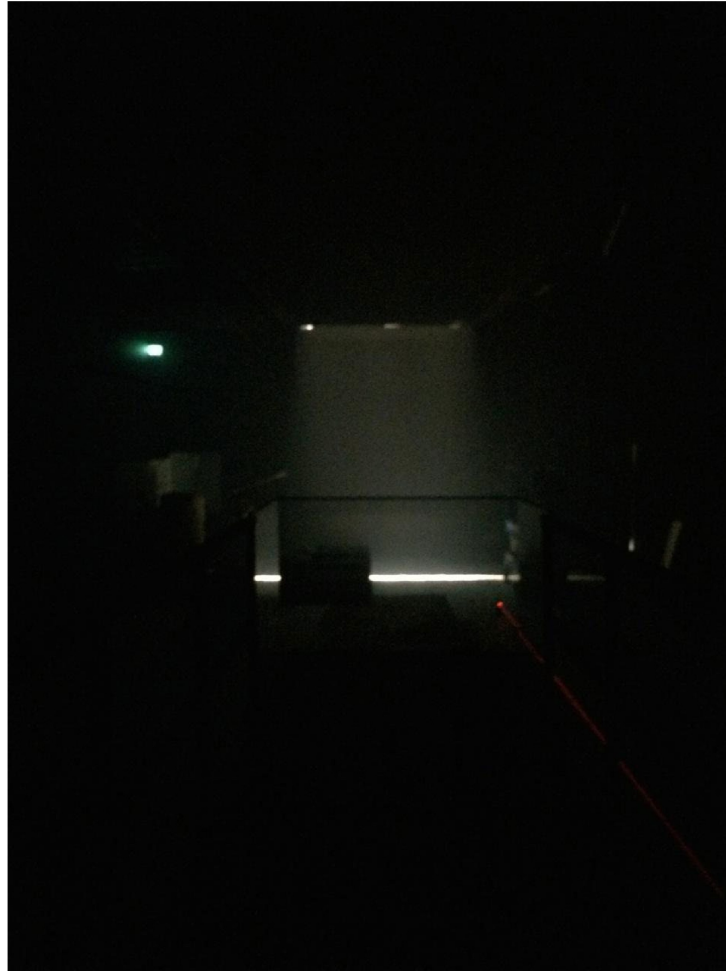
London Mithraeum London, UK



Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners



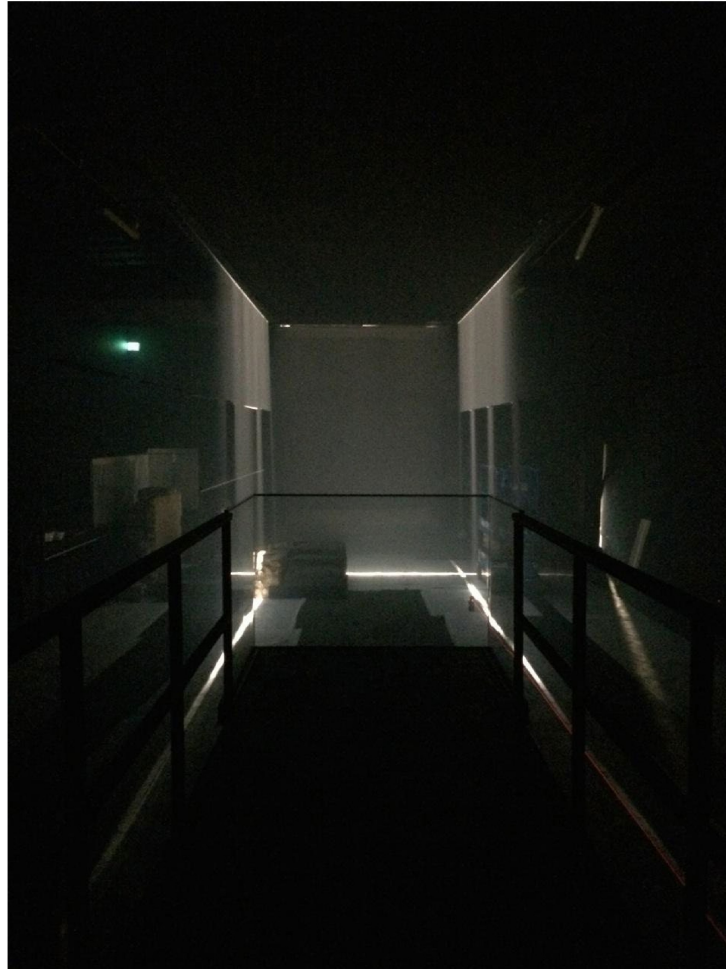
Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

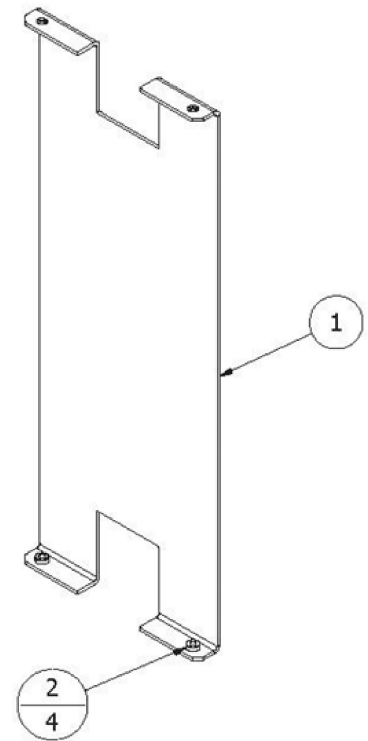
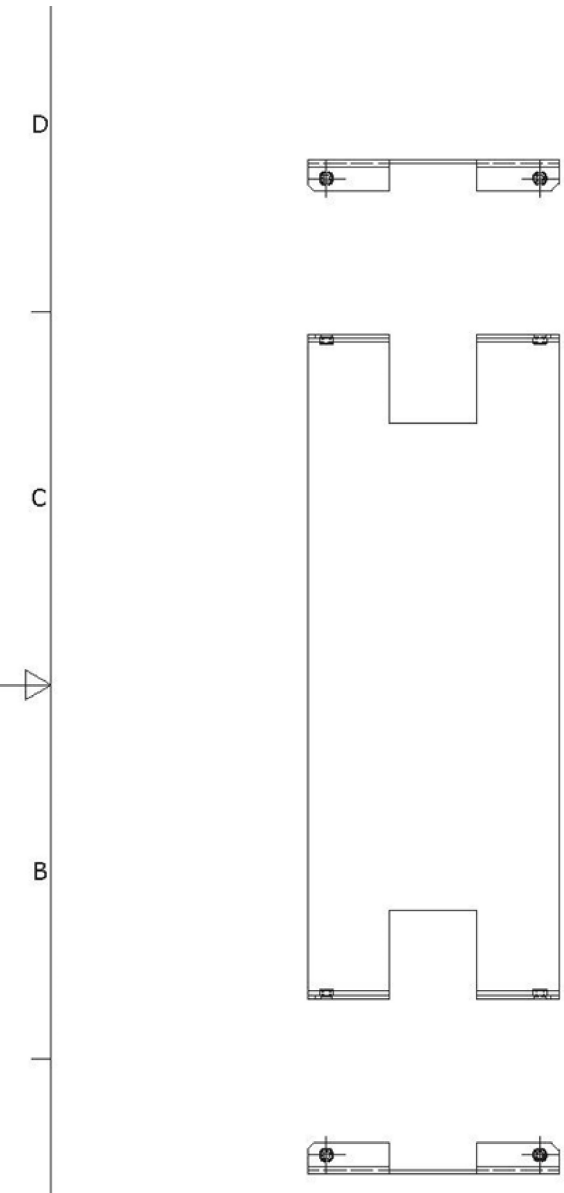
Light Artist: Schreiber Studio Design Team: Studio



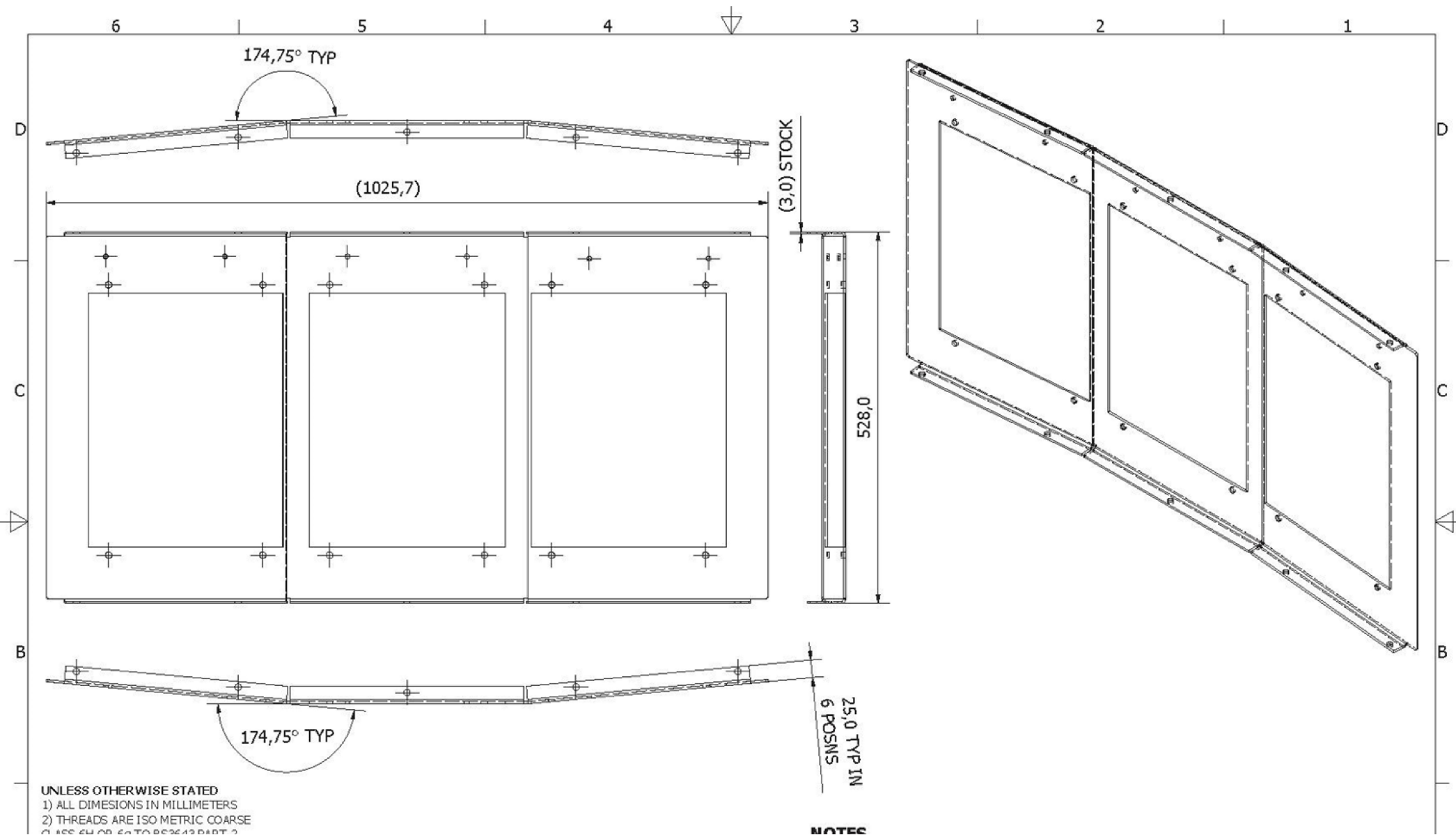
London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio

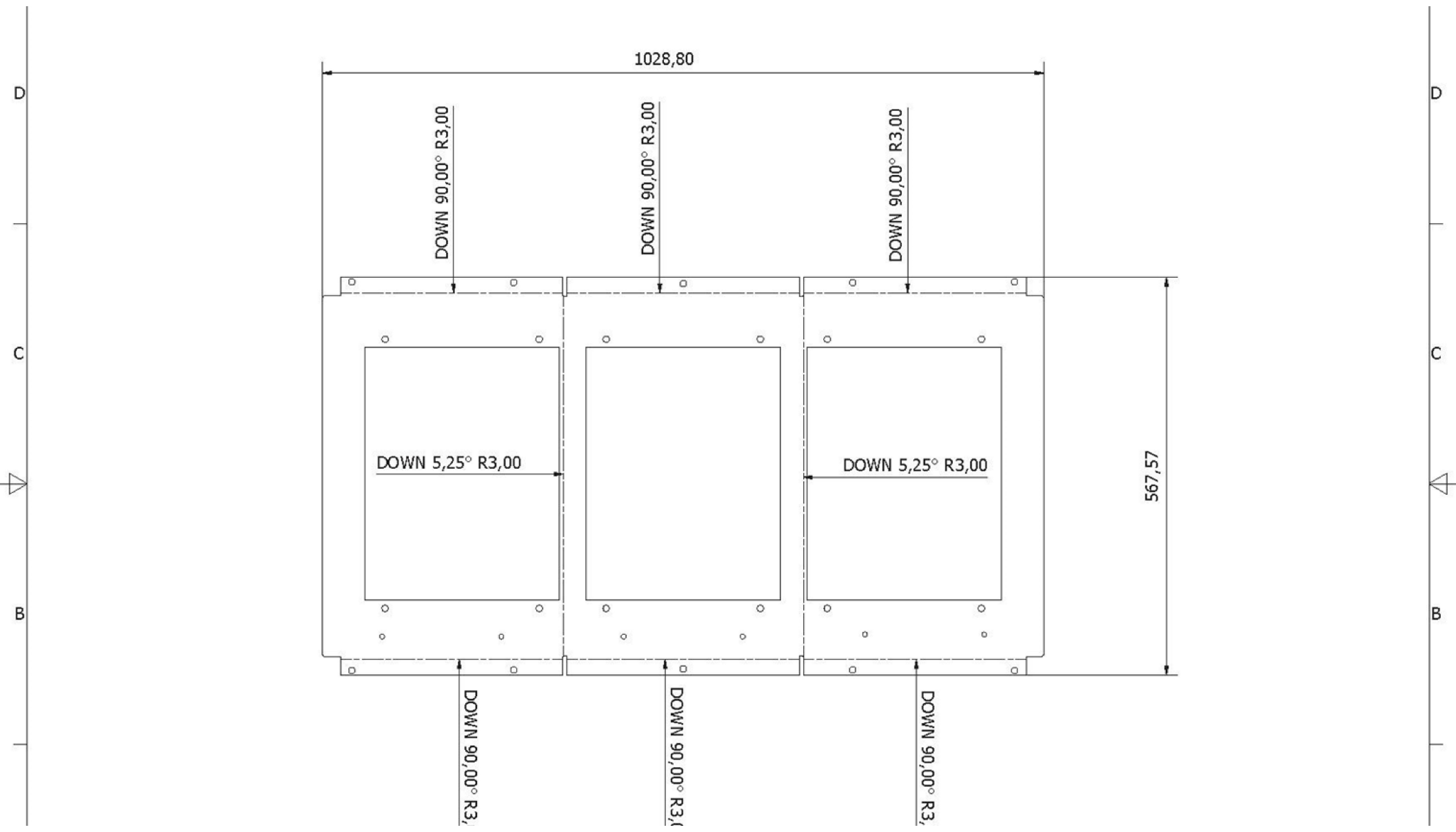


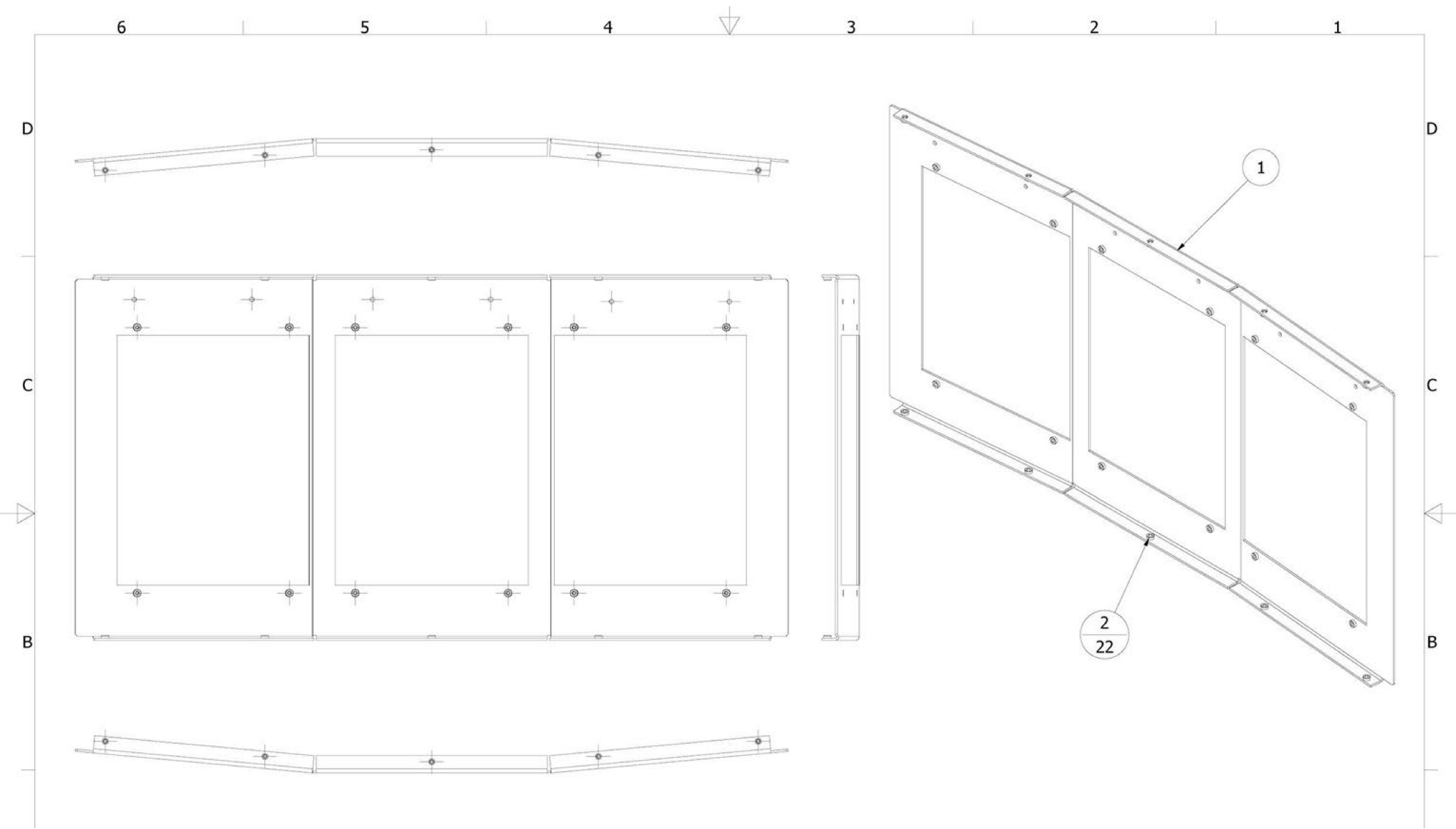
PARTS LIST			
ITEM	QTY	PART NUMBER	DESCRIPTION

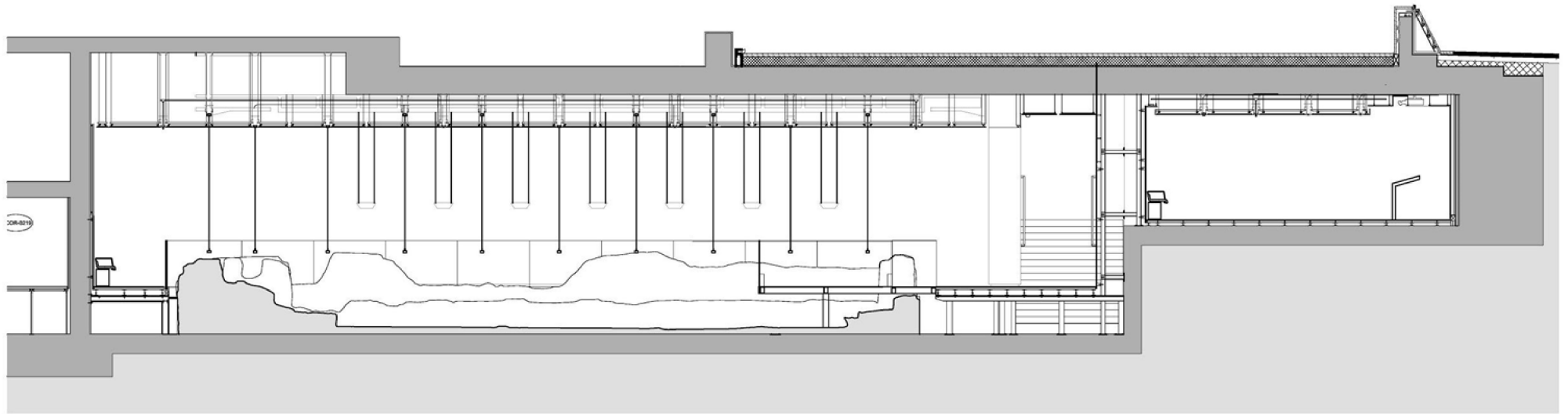


25,0 TYP IN
6 POSNS

NOTES







London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio

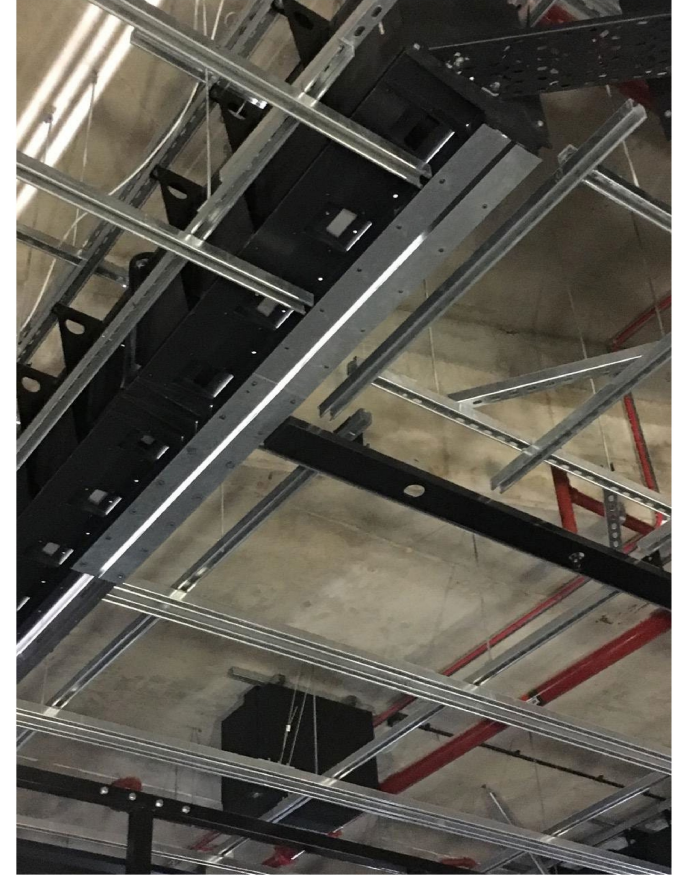




London Mithraeum London, UK



Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners



Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK
/ Local Projects / Foster + Partners

Architectural Lighting: Tillotson Design Associates
Photographer: James Newton Photographs / Studio Joseph

Light Artist: Schreiber Studio
Photographer: James Newton Photographs / Studio Joseph

Design Team: Studio Joseph



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio Design Team: Studio



London Mithraeum London, UK

Architectural Lighting: Tillotson Design Associates
Joseph / Local Projects / Foster + Partners

Light Artist: Schreiber Studio

Design Team: Studio

Photographer: James Newton Photographs / Studio Joseph

Keeping High Engagement

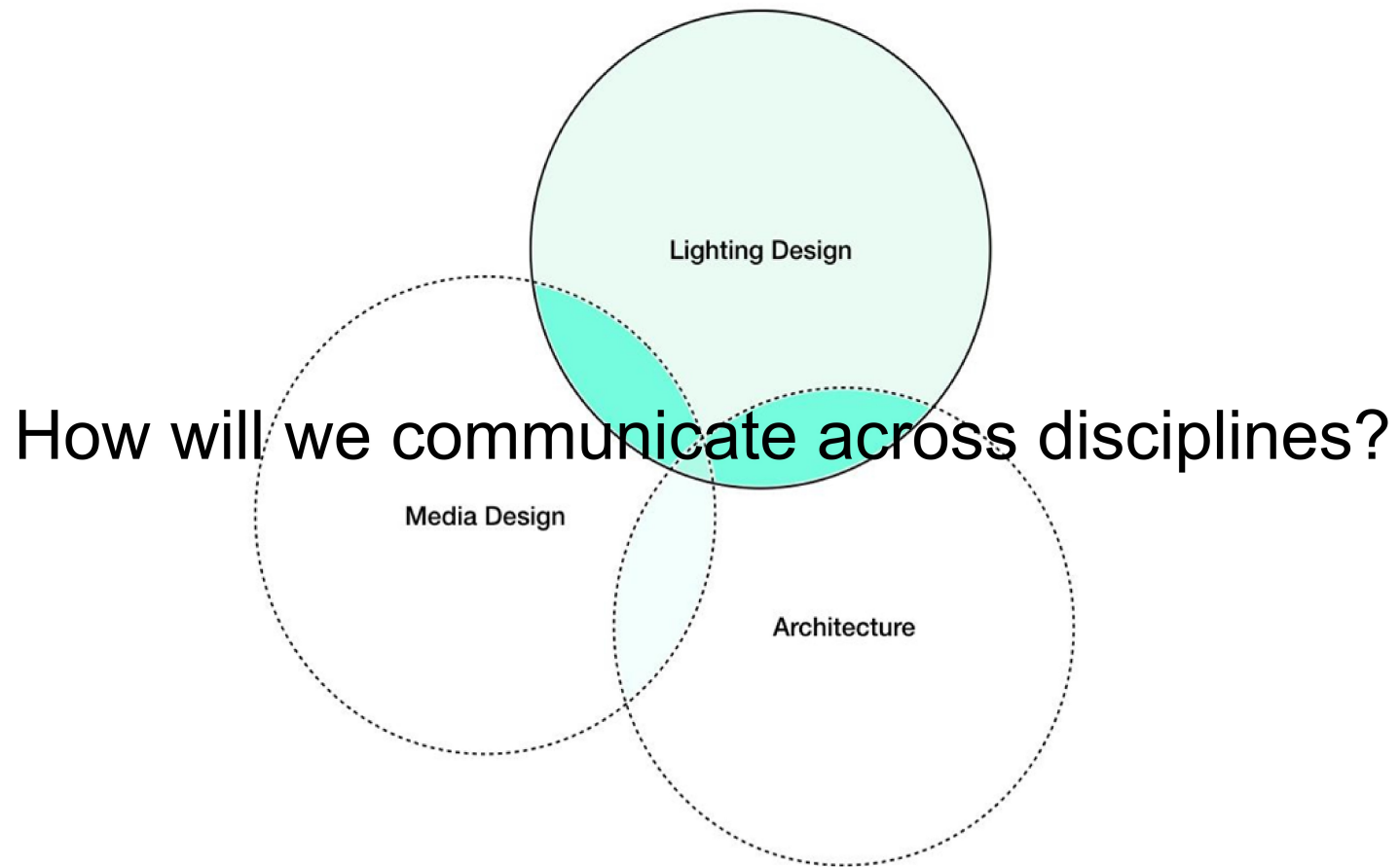


THE TECH MUSEUM OF INNOVATION

LOCAL
PROJECTS







We welcome your questions



This concludes The American Institute of Architects Continuing
Education Systems Course



leducation.org