

Meetings Creative Light as told by the key players in the project.
Arup, Light Bureau, Licht Kunst Licht, Speirs+Major.

Arup Light Bureau Licht Kunst Licht Speirs+Major **Creative Light**

“IALD is proud to collaborate with iGuzzini in consolidating the company’s commitment to social innovation through light. “Creative Light” places cultural awareness of the social responsibility of lighting design in the public arena. By extending the awareness of light through community commitment, it supports part of the IALD mission to raise awareness of the profession’s profile.”

Douglas Leonard, President of IALD, IALD

The Creative Light project, in collaboration with the International Association of Lighting Designers (IALD), was inspired by the Creative Cities Network (UCCN), set up by UNESCO in 2004 to encourage reciprocal international cooperation between cities involved in investing in creativity as a strategic factor for sustainable urban

development. Founded in 1969 and based in Chicago (USA), IALD is an international organisation representing over 1,400 lighting designers all over the world and promotes a global standard of excellence in the sector. Thanks to the support of IALD, iGuzzini called upon four internationally renowned lighting design companies to be part of the

Creative Light cultural initiative (Arup, Licht Kunst Licht, Light Bureau and Speirs + Major) in the hope of strongly encouraging lighting designers to take action and promote light as a tool for social innovation and an important element in urban redevelopment. →



Arup Creativity and Humanity

In the Creative Light project, Arup hopes to raise awareness on climatic changes, encouraging social interaction and community cohesion, conveying the value of nature to urban communities through the use of light. Arup uses light as an educational element to invite the public to reflect on the consequences of certain activities in our environment, gradually enlarging the benchmark areas: from neighbourhoods, to the city to the country and then globally. The team chose four topics, translated into natural elements which, in turn, were adopted as the foundation for the gobo project. With these installations, the Arup team hoped to inspire individuals

to personally get involved in bringing about changes in the environment and create a sustainable future.

Neighbourhood > Air pollution > Air

Atmospheric pollution is the result of a number of factors including an increase in transport, non-renewable energy production and agriculture. The phenomenon has a significant impact on human health: it was identified as one of the main causes of chronic breathing illnesses like asthma and rhinitis but is also difficult to detect with our senses. Even though we imagine it as a cloud, in reality pollution spreads through the environment damaging nature and people's health. The visual similarity between smoke and cloud and the role that humans can play in

detecting the actual composition of the air laid the foundations for this project in its initial stage.

City > Loss of biodiversity > Bees

Biodiversity is of fundamental importance to the future. One of the most important elements for biodiversity is the disappearance of the humble bee. Seventy of the one hundred most important food crops - that provide around 90% of the world's nutrition - are pollinated by bees. If we lose the bees, the global population will find itself in difficulty and eventually collapse. The drawings made for this section place bees centre stage and are created by interactive elements to inspire and attract attention: the hexagon, shape used to build beehives



Arup Arup is the creative force at the centre of some of the world's most prestigious architectural projects: 88 offices in 33 countries with 14,000 designers, engineers and consultants who create innovative projects across the globe with passion and creativity. Their lighting designers use light to create projects driven by a strong desire to understand the way in which people use unique cultural places and contexts, from delicate work in historical places right up to involving the general public using interactive light, the studio combines creativity and technical skill to advance solutions that enhance and preserve our heritage, creating a positive, inclusive experience for people both during the day and at night.

At Arup, the "Creative Light" project is headed up by Florence Lam - Global Lighting Design Leader Arup - with the collaboration of Anastasiia Davydchik, Anna Forrester, Motheo Ramphelo and Luyang Zou - Lighting Designers.

and lively colours of bees. Thanks to these two elements, the drawings projected by gobos hope to turn people's attention to the problem of the diminishing number of bees and the damage to our ecosystem. Because in the words of the writer and insect lover, Maurice Maeterlinck: "if the bee disappears from the face of the earth, humans will survive for no more than 4 years".

Country > Drought > Water

Water shortage is one of the restraints on sustainable development and is increasingly affected by climatic change. The expansion of intensive agriculture, industry and urban environments has further exasperated water shortage, with a significant reduction in underground water reserves in a number of countries. Human life derives from water. Up to 60% of our body is made up of water; without it, humans could only survive for about three days. This is why it is essential to protect and cultivate the gift of water on earth.

Water is a substance that comes in different forms: water, ice and steam. With the use of colour and geometry, the drawings from the Arup studio highlight the different orchestrations that characterise these states, in different natural contexts. The absence of water on earth is a clear absence of life: some images show it in contrast with images of water so that the viewer can emotionally and intellectually interact with the substance upon whose presence we depend daily.

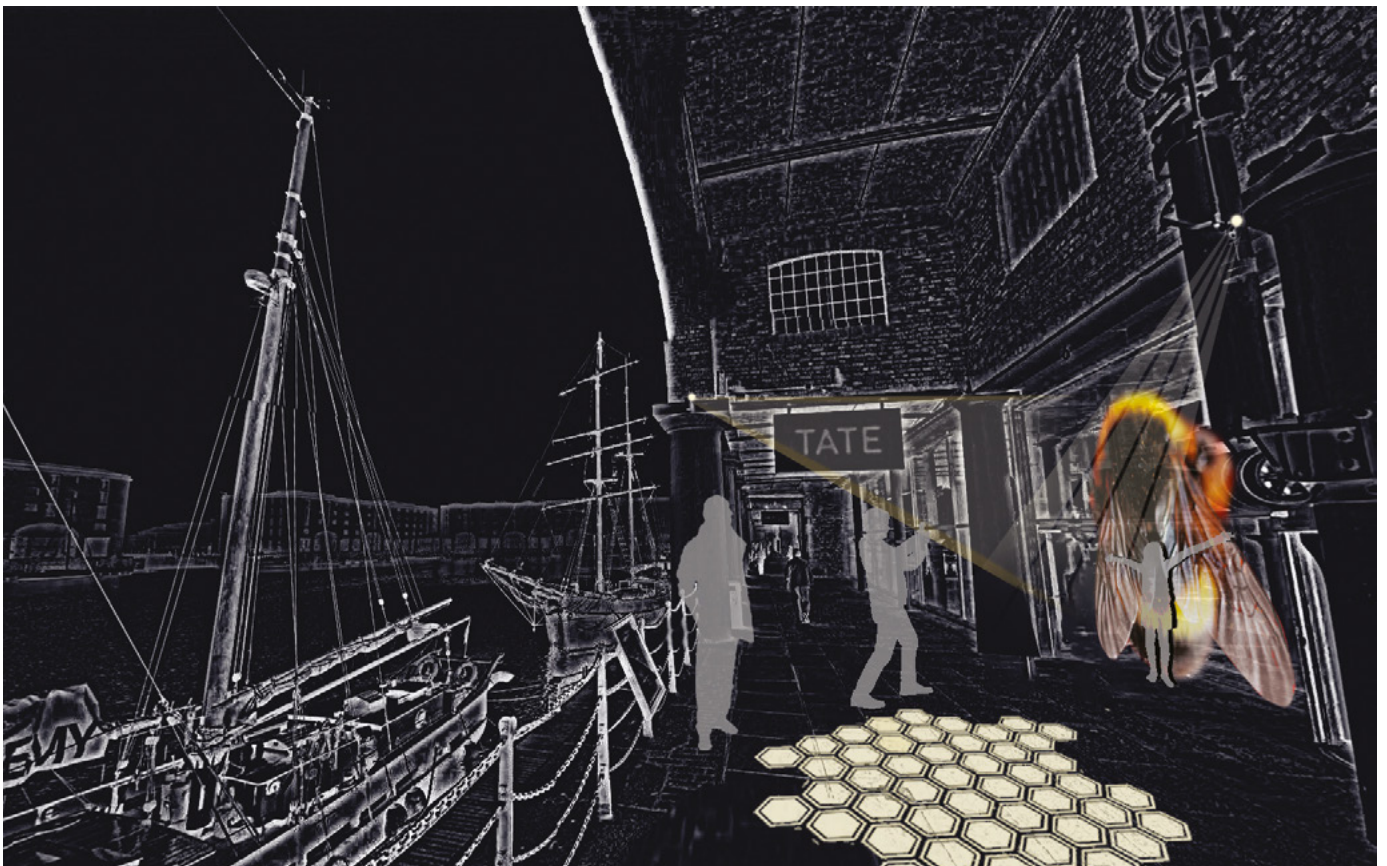
Planet > Climate Change > Coal

According to the intergovernmental group on climate change, 29% of global greenhouse gas emissions are the result of the use of fossil fuels to produce energy. As a greenhouse gas, carbon dioxide contributes to global warming by trapping solar energy in the atmosphere that cannot be released into space. It then stagnates, heating the surface of our planet. Since the industrial revolution, the injection of greenhouse gas has increased dramatically, causing unprecedented

changes in the world's climate. The single carbon atom is difficult to see in everyday life but this element is part of every living creature on the earth, including humans. In the era of Anthropocene, human activities had significant consequences on our ecosystems and climate, turning the entire world of coal upside down. The Arup project aims to make people aware of the intricate relationship between coal and our world.

Selected urban context

In order to put the project's application into context, Arup chose two areas in the British cities of York and Liverpool. →



Top left and bottom right, rendering of a possible projection of gobos in an urban context.



Light Bureau

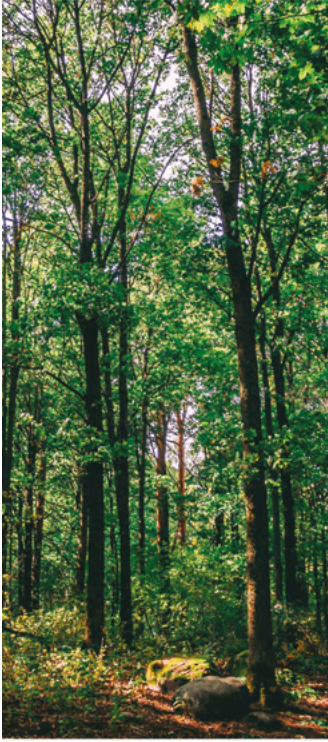
The studio responded to the request from IALD by putting forward a concept that specifically revolves around climate change, seen both as a real danger as well as something denied by certain members of society; the fact that it is a strongly debated makes it even more interesting. The studio identified earth, fire, water and air, the 4 key elements in the ecological balance and the foundation of all living species, through which Climate Change communicates. By attracting attention to the 4 basic elements, making them key players in the gobos collection concept is an attempt to increase awareness of the phenomenon that is rapidly transforming our entire

planet. According to Light Bureau, the use of light projections to liven up urban spaces and provide them with a significance that highlights the seriousness of the environmental crisis in progress, is more effective and will reach more people across the planet. UNESCO underlined the importance of education as an essential element in providing an answer to the Climate Change problem. Only teaching can help people understand and deal with the impact of global warming; only teaching can increase climate awareness among young people and encourage them to change their habits and behaviour. Education and awareness allow for an informed decisional process and motivate men and women to adopt more sustainable

lifestyles. Light Bureau presented a project for gobos that conveys the 4 elements in their most extreme version if humanity continues to fail to deal with Climate Change: the earth will only be stark rocks, because the increase in greenhouse gas will eliminate vegetation and animals from the surface of the earth and water will come in tsunami form: the air will increasingly form hurricanes; fire will become a blaze that will easily ignite due to the aridity caused by rising temperatures. Representing air in the gobos proved a challenge to the studio and it dedicated a great deal of time to this with different representations from more natural ones to more graphic ones. →



Light Bureau Light Bureau, (formerly ÅF Lighting) is an international lighting design studio with more than 100 specialists. Innovation and attention to detail lie at the heart of their design process and the studio is proud to offer unique, sustainable and made-to-measure lighting solutions to its clients. Light Bureau covers every aspect of architectural lighting in the work, residential and hospitality industries, as well as in the public sector and general planning, areas in which they have award winning portfolios. They operate worldwide both in the private and public sectors. Light Bureau is proud to be part of the AFRY engineering and consultancy company, formerly, AF Pojry. The people at Light Bureau who drew up the Creative Light project are: Ronnie Eriksson - Senior Advisor and Bruna Porsia - Lighting Designer.



Top left, rendering of a possible projection of gobos in an urban context. To the right, the gobo linked to the concept of "air".

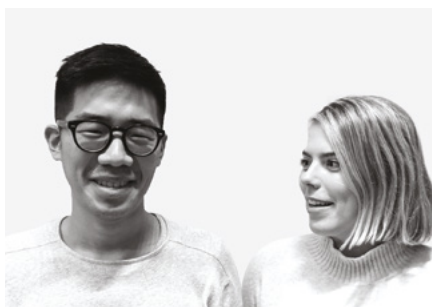


Licht Kunst Licht

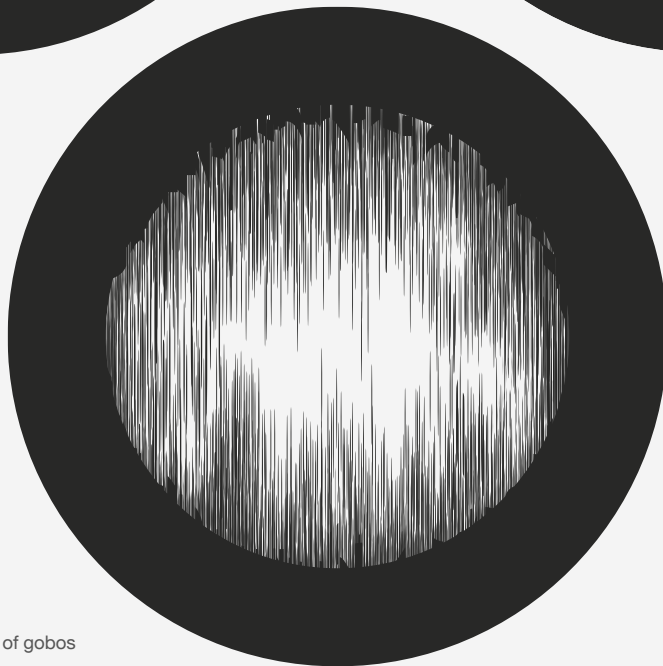
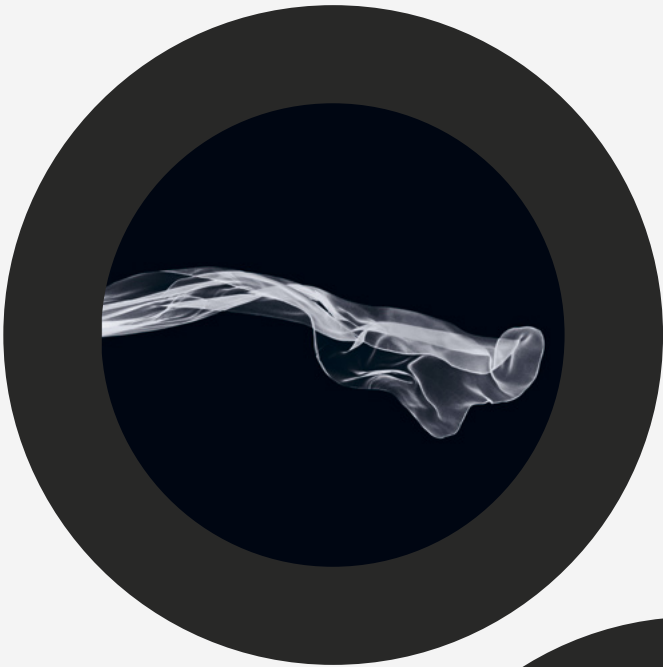
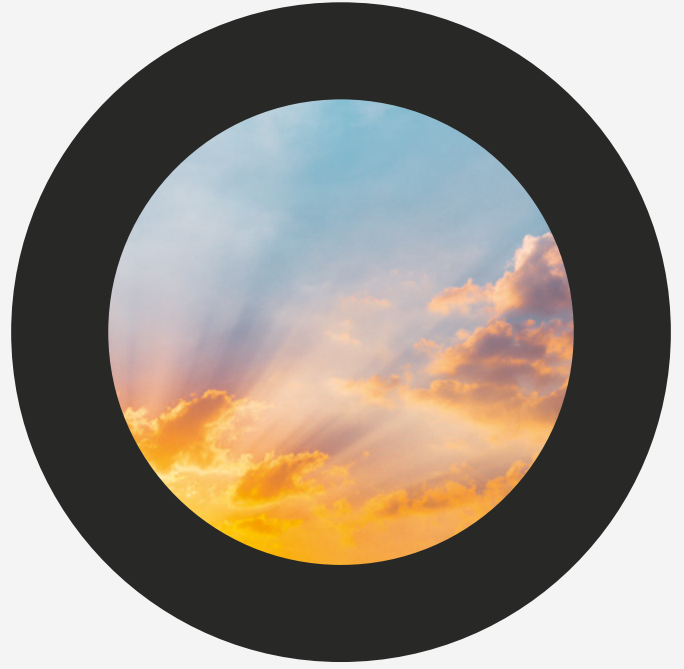
The concept, entitled "Celebrating Flows" drawn up by Licht Kunst Licht is based on a premise: according to the studio, light is linked to positive values, so rather than underlining the problematic aspects of the environment, Licht Kunst Licht opted to focus on raising awareness of nature and sustainability to come up with good, positive solutions. Starting by analysing the cities where Licht Kunst Licht is based, they identified Berlin because as Klaus Wowereit, the city's mayor once said "Berlin is poor but sexy". A city whose appeal derives from the overlapping of

time, nature and freedom and, based on these characteristics, they have identified the place for an installation: the Oberbaumbrücke, a bridge that fully encompasses the intersection between these three elements. When the Berlin Wall was erected, the bridge was divided between Berlin East and Berlin West and was used as a border pedestrian crossing exclusively for those living in West Berlin. Nowadays, the bridge is decorated with graffiti and works by street artists. Techno music is commonly heard in this area and this freedom around the bridge today clashes with its past. It is also a place connected with nature: the flow of the

river water can be enjoyed here, the movement of people, cars and air that flows across the bridge. Sunset and sunrise can be enjoyed here, as can the variations in landscape with the changing seasons. In fact, it was the movement and sense of flow that lay behind the choice of air as the element for the installation. The idea to create a canvas to project the gobo by creating a layer of fog: the combination of air and fog mould the installation itself. The positions from where the vision of the installation can be enjoyed are on the bridge, but also externally, by looking towards the bridge. →



Licht Kunst Licht LKL was founded in 1991 by Andreas Schultz simultaneously in the offices in Bonn and Berlin. The studio has worked on more than 800 projects in Germany and a number of foreign countries, in the most varied sectors, from museums and cultural centres to office and government buildings, shopping centres and private residences. LKL works equally with natural light and artificial light. Currently, 26 people with different training backgrounds are part of the team: lighting design, architecture, interior design, set design and product design. The people at Licht Kunst Licht who developed the Creative Light project are: Anna Lykke Thorup, (M.Sc. Lighting Design) and Jaehoon Choi, (M.A. Architectural Lighting Design).



Top left, rendering of a possible projection of gobos in an urban context.
Top right, LKL's proposal for the gobos.



Speirs + Major

A lot of people who live in the city often notice a sense of tiredness in living and working in difficult artificial environments. Considerable research has shown the positive impact nature has on people's well-being. It has been demonstrated that owning and looking after plants, strolling in a park or simply looking at a picture of a natural environment are actions that produce psychological, emotional and physiological benefits including reducing stress and improving concentration.

The "biophilia design" attempts to reconnect people with the natural environment to improve the health and well-being of individuals and society. The Speirs + Major studio asked itself if the use of projected light with images of plants on urban spaces that are otherwise unsightly in the dark, could bring about some of the positive benefits that derive from exposure to real natural environments. The "Grow Light" series of images considers five kinds of plant growth that could be easily applied to numerous positions inside the environment created:

germinate, training, hanging, covering and flowering. There could be numerous other editions in the Grow Light series with different plants depending on the season and their location. This could provide an opportunity to collaborate with botanical gardens, soil seed banks, plant specialists or to launch an awareness campaign on vegetable species threatened with extinction and our responsibility to take care of our natural world, so that it can take care of us.



Speirs + Major Speirs + Major, founded about 30 years ago, is a multi-award winning independent lighting design office that uses light and shade to improve the perception of the visual surroundings. The studio works on numerous types and scales of projects, from architecture, to landscape to urban design. Nowadays, they employ thirty people in their London and Tokyo offices, from a number of different fields including architecture, art, interior design, lighting and graphic design. The people working at Speirs + Major know that light has the power to change our perception of the world around us. They believe this can influence and alter our behaviour and provide comfort and well-being. The studio works in close collaboration with clients, and their architects and designers, using light to reveal the key elements of the project, integrating light in the end form of the building work. Considerable attention is given to the sustainability and ease with which the lighting solution is managed. This approach was applied to hundreds of successful lighting projects throughout the world. At the studio, the Creative Light project was handled by Clementine Fletcher-Smith, Associate Partner at the studio and Veronica Lykou.

