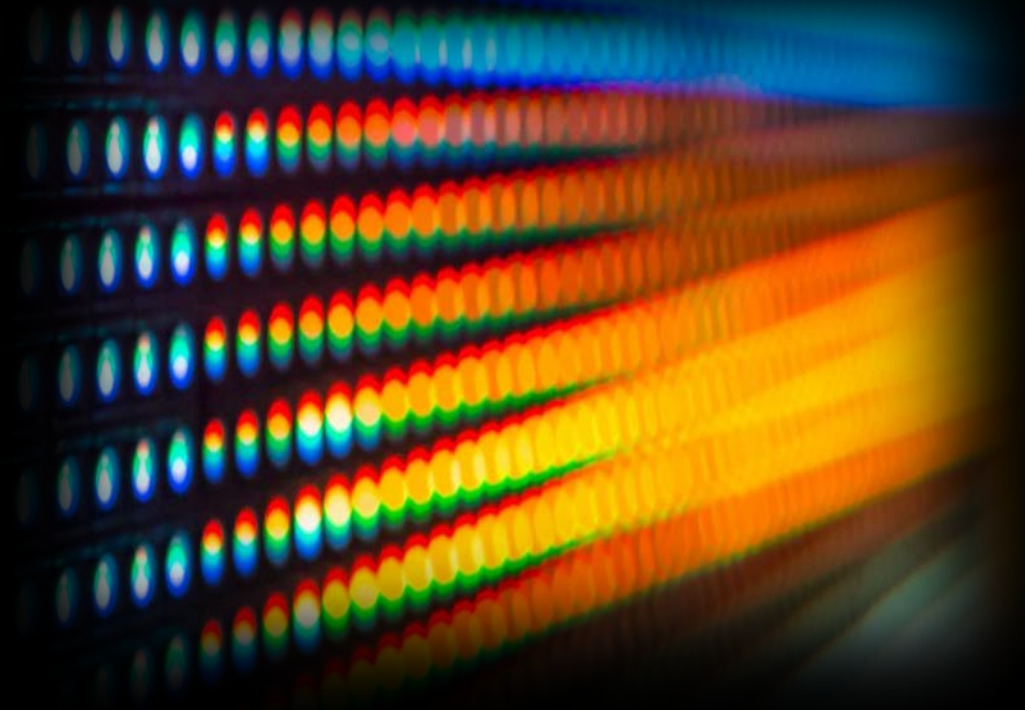




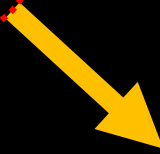
Wrap Your Spaces in Social Media:

Ambient Media Systems

Is there market space between
“lighting” and “signage”?



**Social Media
Data Streams**



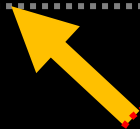
**Digital
Lighting &
Media**

+

**Data Driven
Effects**

=

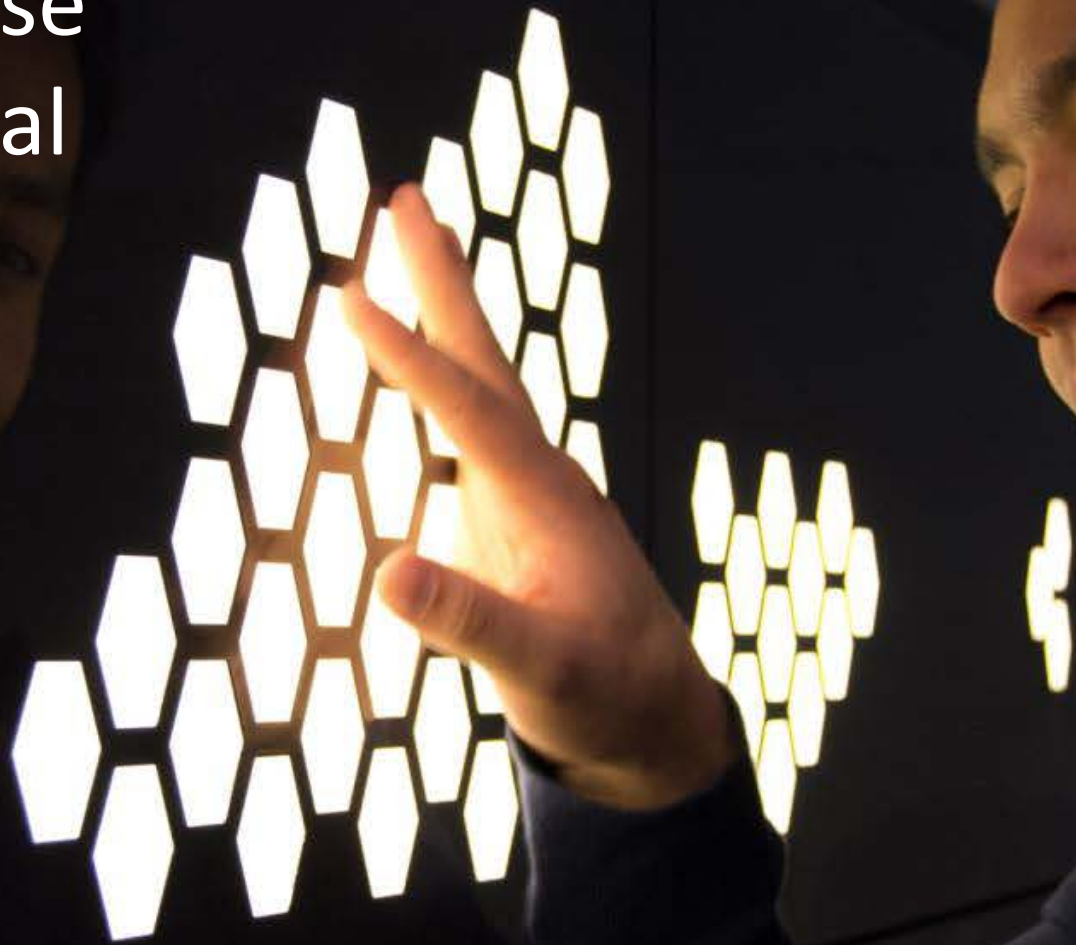
**Ambient
Communications**



**Embedded
Lighting**

Embedded Lighting

With LEDs we can fuse
light into architectural
surfaces







Architects want to treat light like a material





Abstract minimalism vs garish signage?



Richard Kelly

*Pioneering mid-century
lighting designer*

3 types of lighting:

- Focal Glow
- Ambient Luminescence
- Play of Brilliants

Richard Kelly

*Pioneering mid-century
lighting designer*



Focal Glow

A black and white portrait of Richard Kelly, a man in a dark suit and tie, looking slightly to the left. The background is a bright, minimalist interior with a large window and a dark vertical element on the left.

Richard Kelly

*Pioneering mid-century
lighting designer*



Ambient Luminescence



Apple Store Hangzhou

A black and white portrait of Richard Kelly, a man in a dark suit, white shirt, and striped tie, looking slightly to the left. He is positioned in the lower-left foreground of a modern interior space with large windows and a minimalist design.

Richard Kelly

*Pioneering mid-century
lighting designer*



Play of Brilliants

“Play of brilliants is Times Square at night. It is the eighteenth century ballroom of crystal chandeliers and many candle flames. It is sunlight on a fountain or a rippling brook. It is the rose window of Chartres.

“Play of brilliants excites the optic nerves, and in turn stimulates the body and spirit, quickens the appetite, awakens curiosity, sharpens the wit....”



“Play of brilliants is Times Square at night. It is the eighteenth century ballroom of crystal chandeliers and many candle flames. It is sunlight on a fountain or a rippling brook. It is the rose window of Chartres.

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“Play of brilliants excites the optic nerves, and in turn stimulates the body and spirit, quickens the appetite, awakens curiosity, sharpens the wit....”



Embedded Lighting:
Light as Material Property



Philips Luminous Patterns











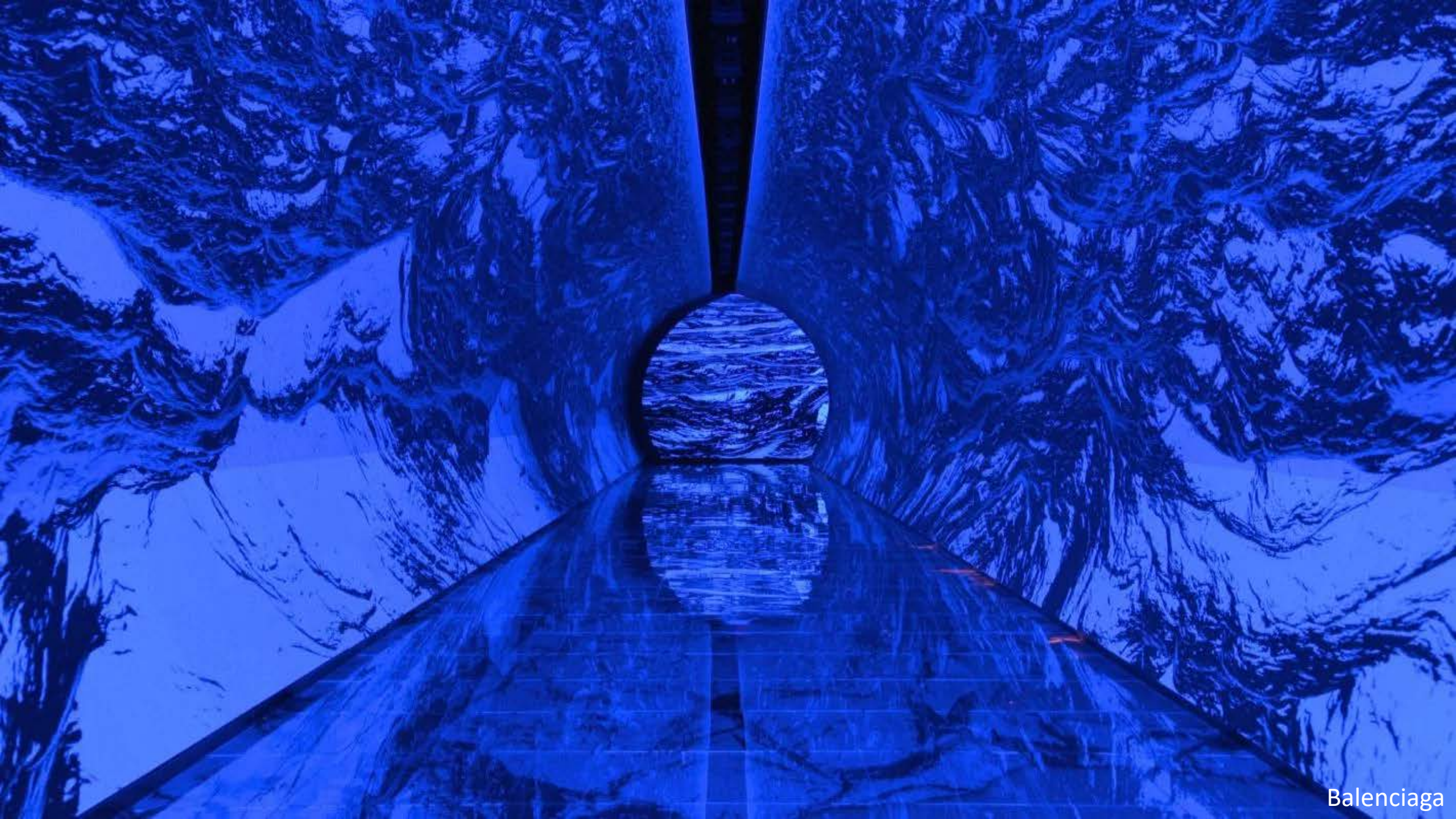
Philips Luminous Patterns

Embedded Lighting:
From Low to High Resolution?





DirectTV Headquarters



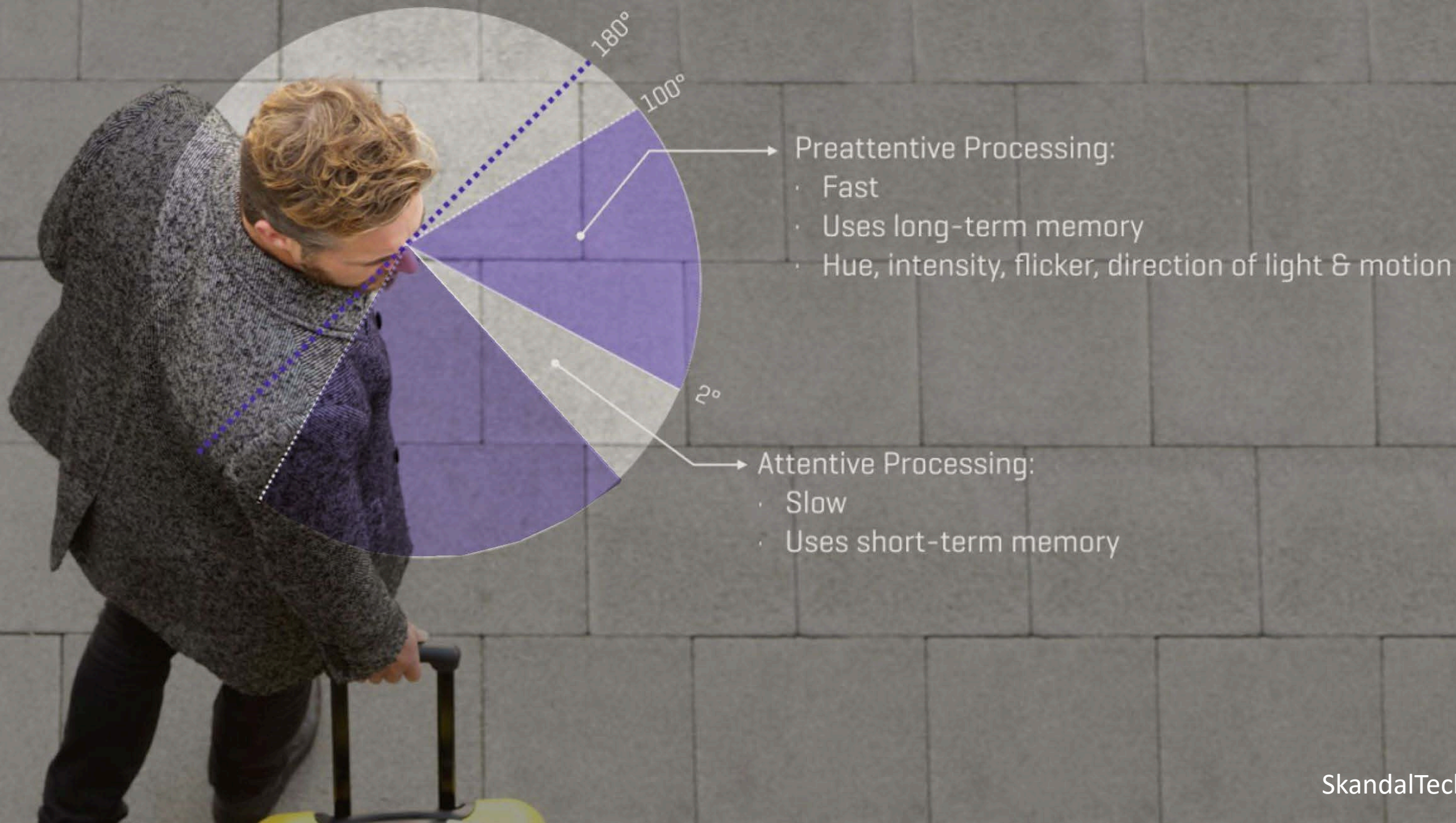




Ambient Communications







Potential of Peripheral Vision



Human Proclivity to Motion



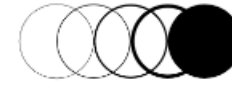
Meaning Making



Peripheral Vision Modes for Ambient Communications



Color



Motion



Intensity



Rhythm



Variation



Focus



Pattern



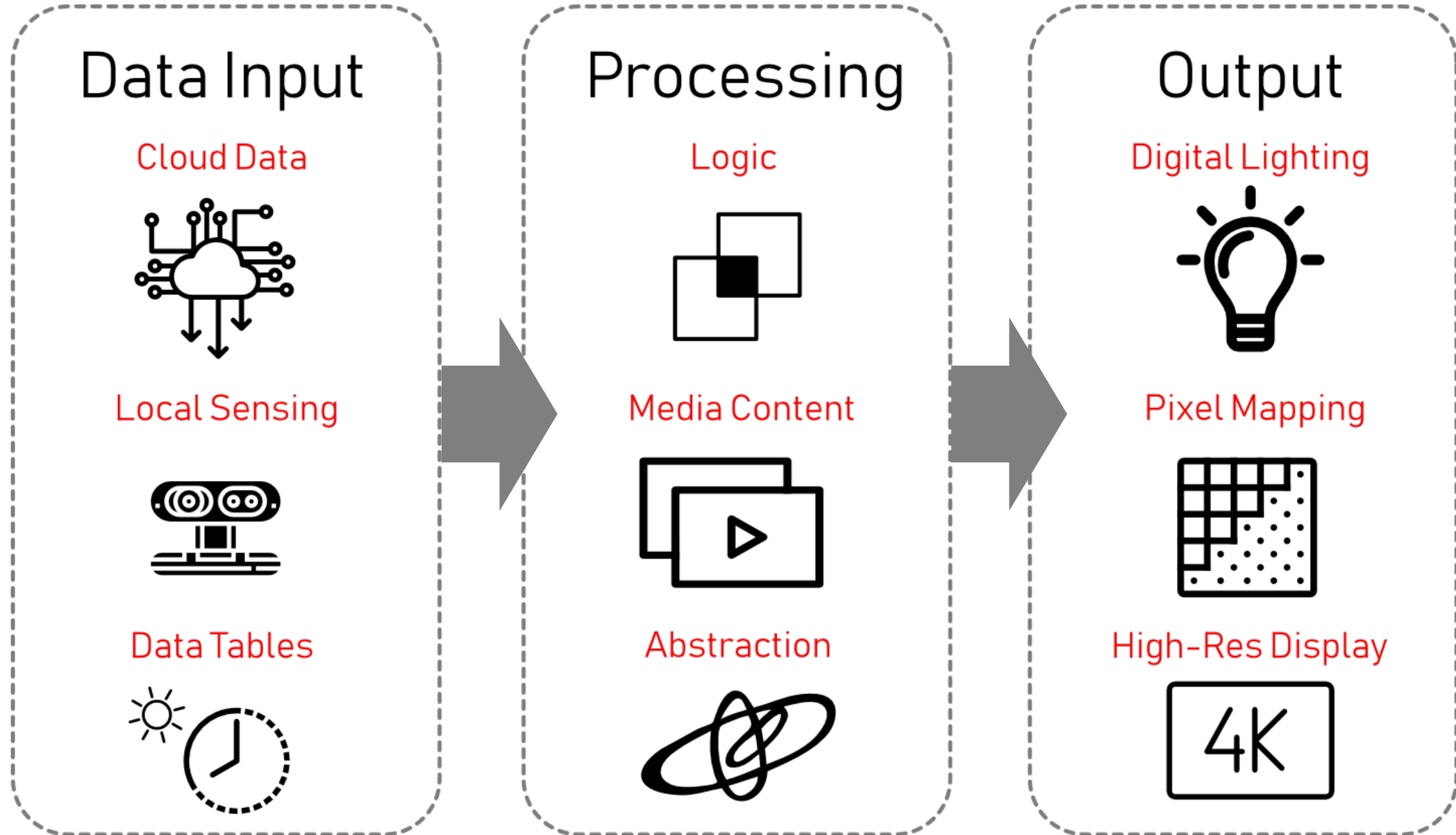
Aggregation



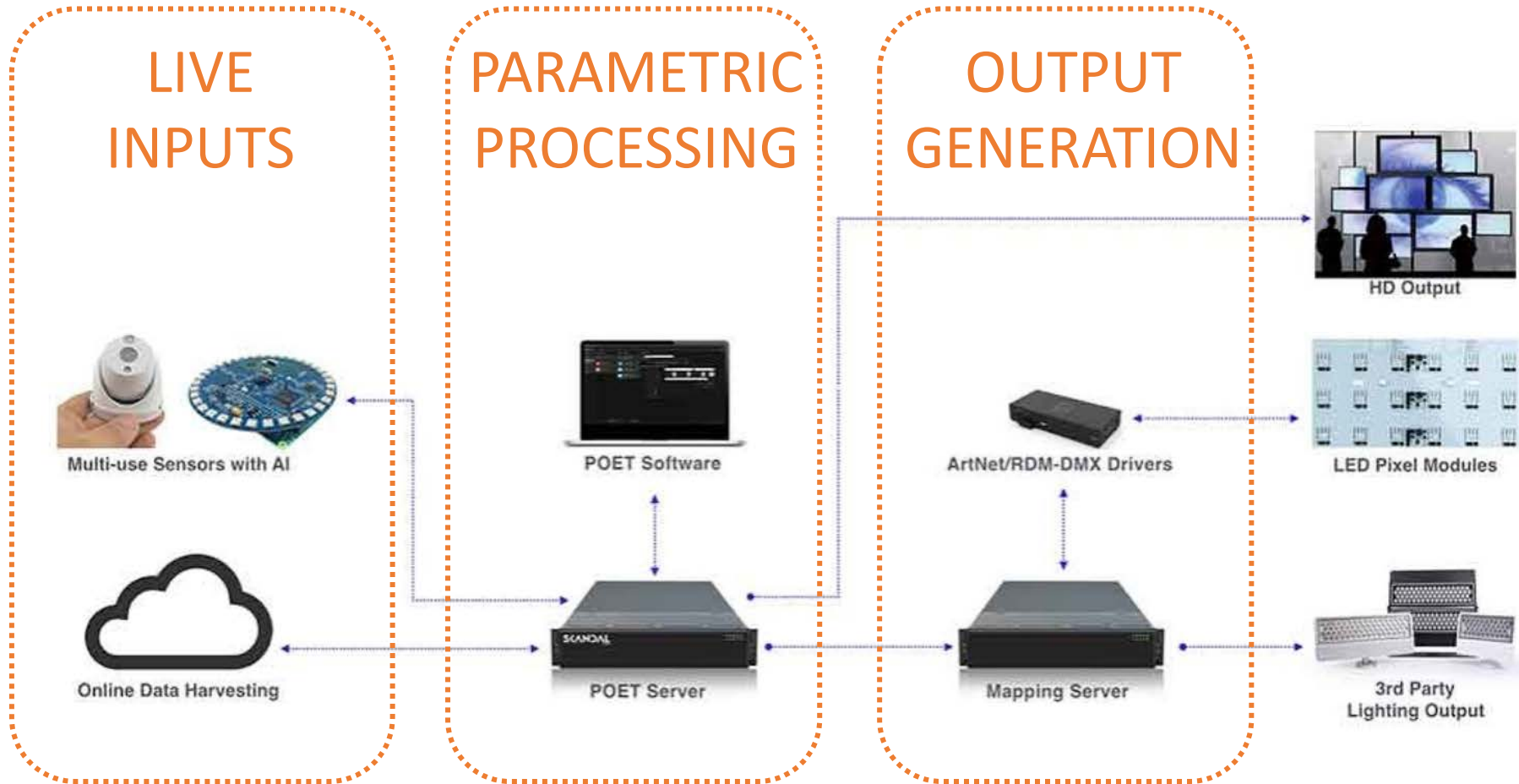
Imagery



Ambient Communications Architecture



AMBIENT/INTERACTIVE/PARAMETRIC/GENERATIVE LIGHTING



SKANDAL
.TECH

Social Media Data Streams



Accumulation



Transience



Action Rate



Historic Legacy



Local Knowledge



Selfie Moments



Social Proof



Gamification



Presence

Social Media Data Streams for Ambient Communications

Wrap Your Spaces in Social Media

Social Data Streams



Accumulation



Transience



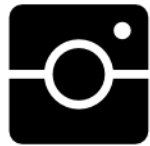
Action Rate



Historic Legacy



Local Knowledge



Selfie Moments



Social Proof



Gamification

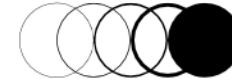


Presence

Ambient Media Visual Modes



Color



Motion



Intensity



Rhythm



Variation



Focus



Pattern



Aggregation



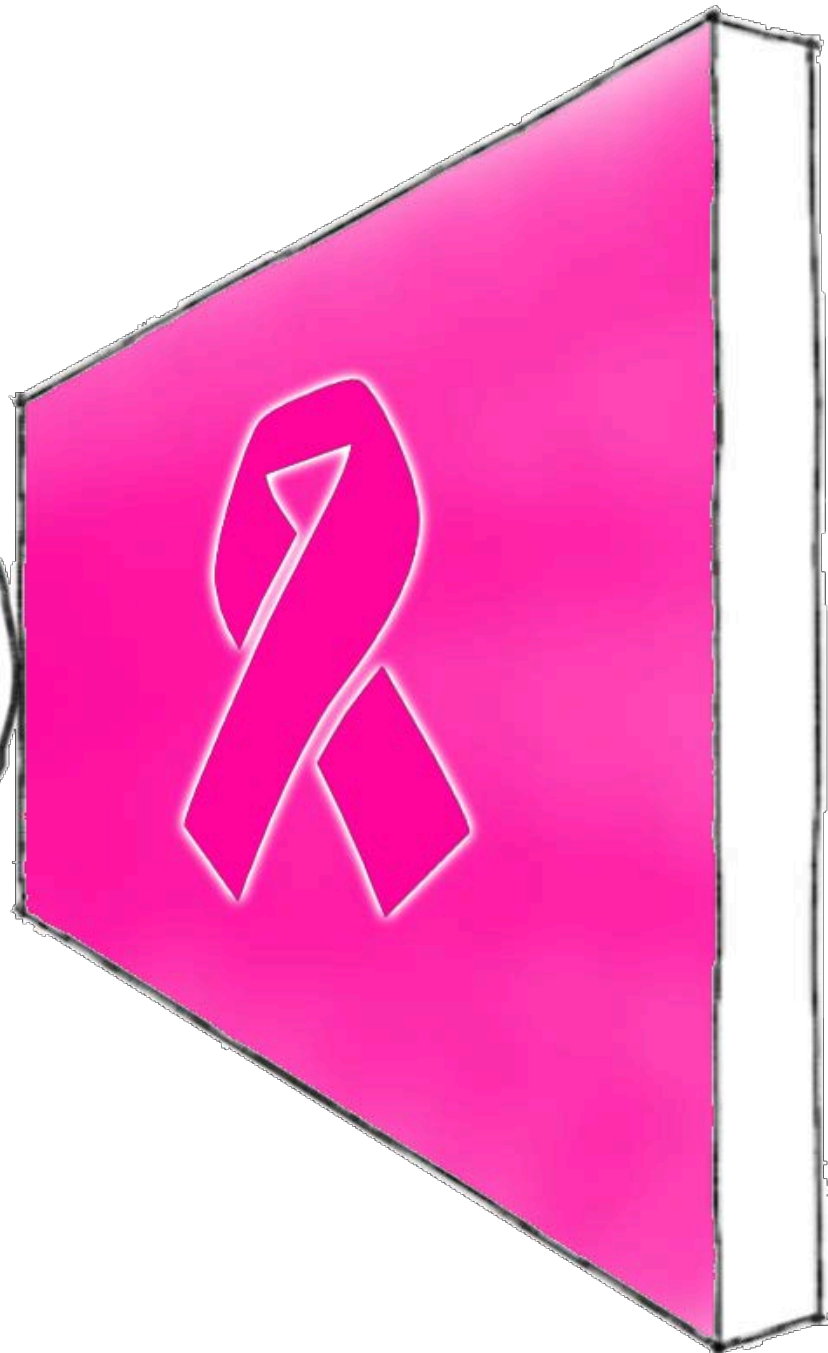
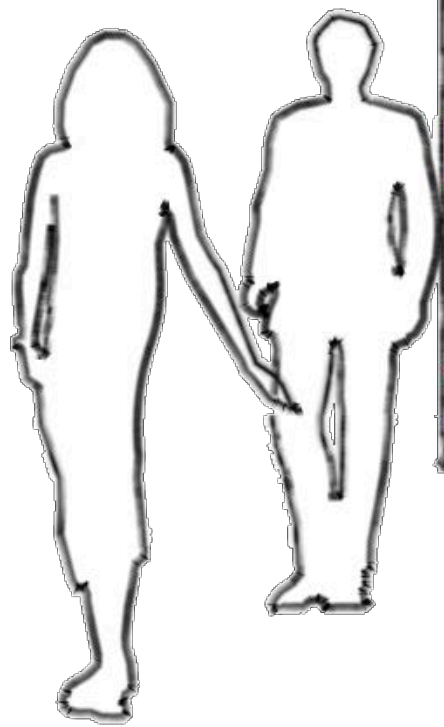
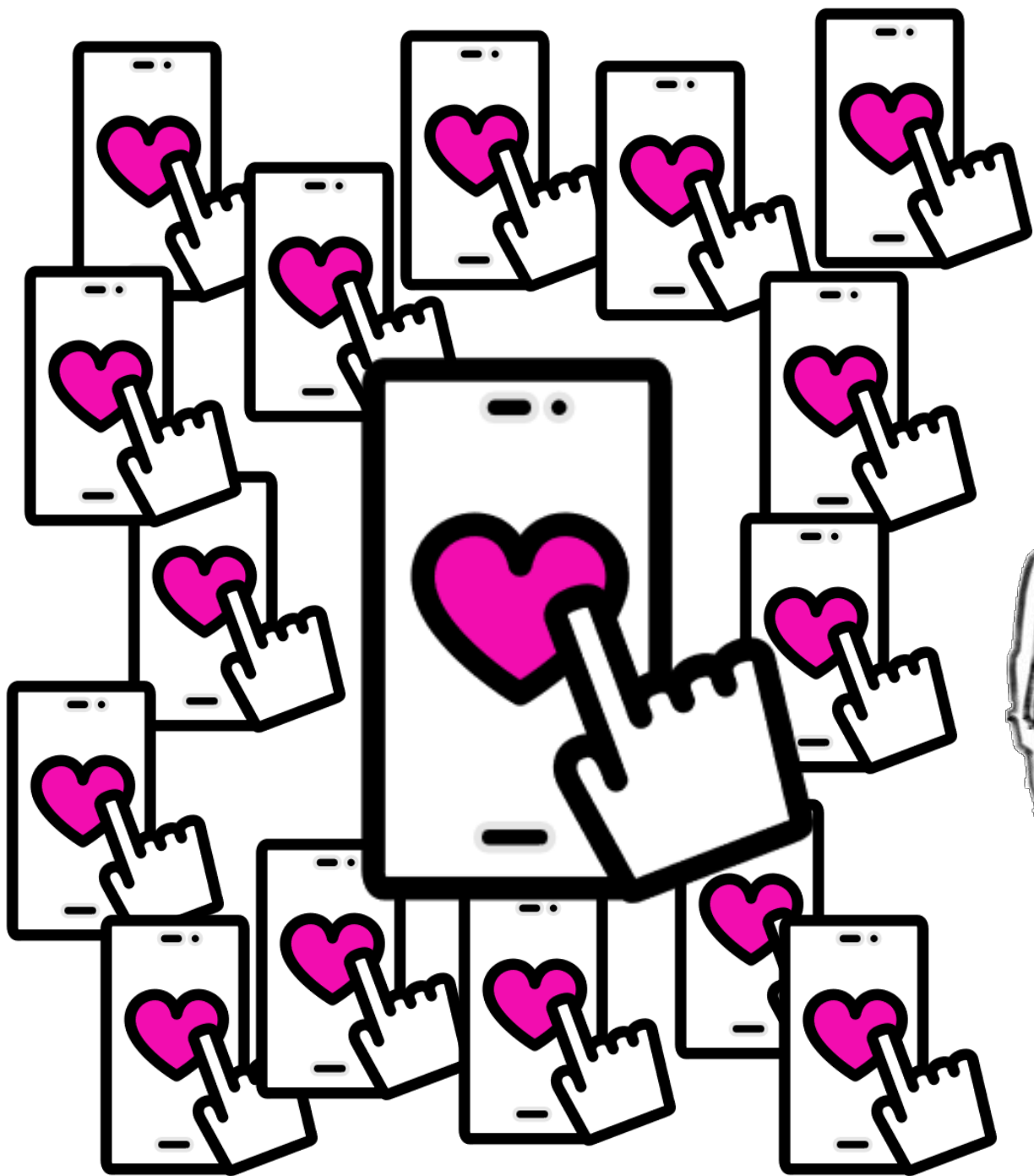
Imagery

Wrap Your Space in Social Media:

3 Examples

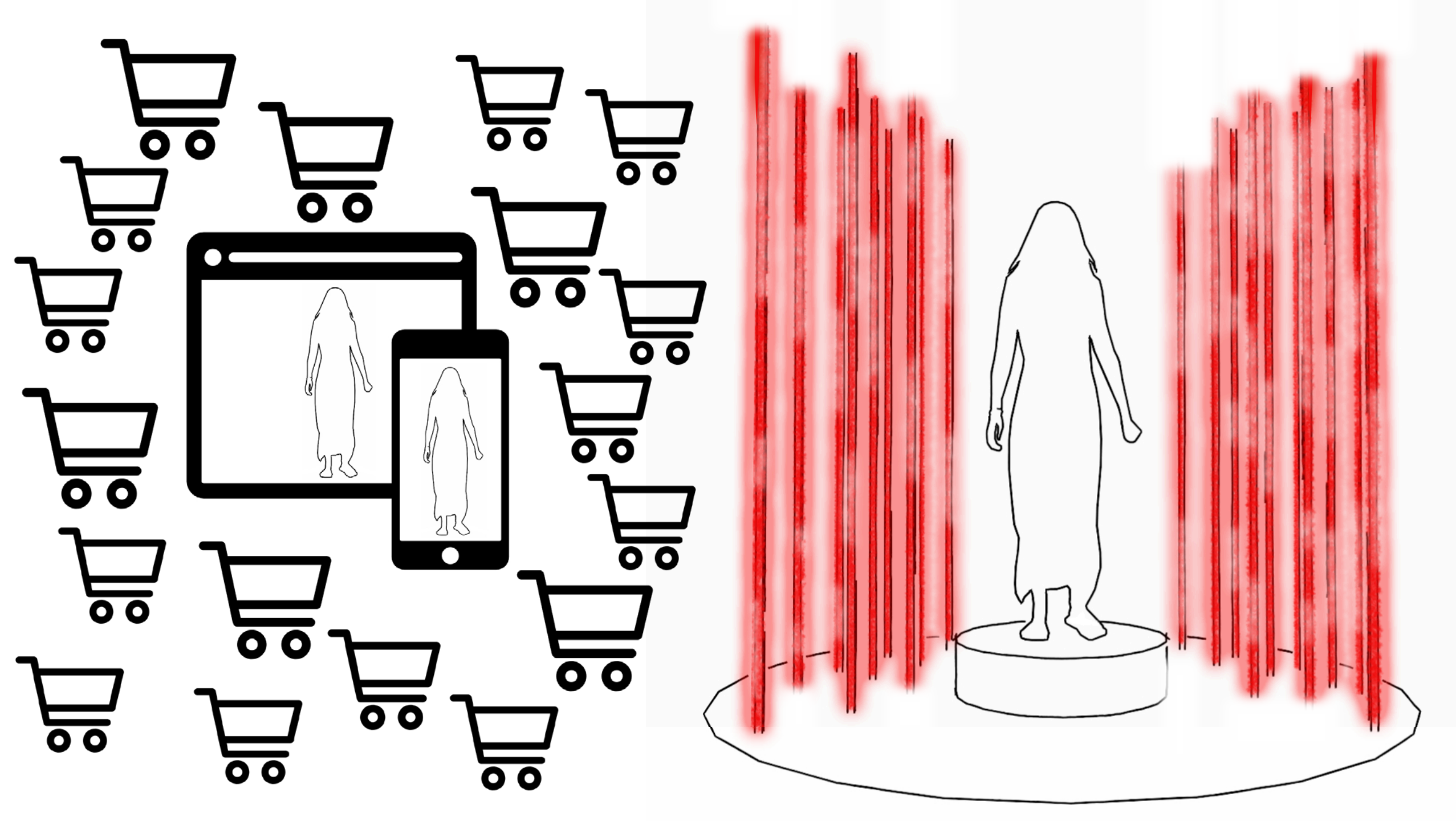
Wrap Your Spaces in Social Media:

Thumbs Up for a Cause



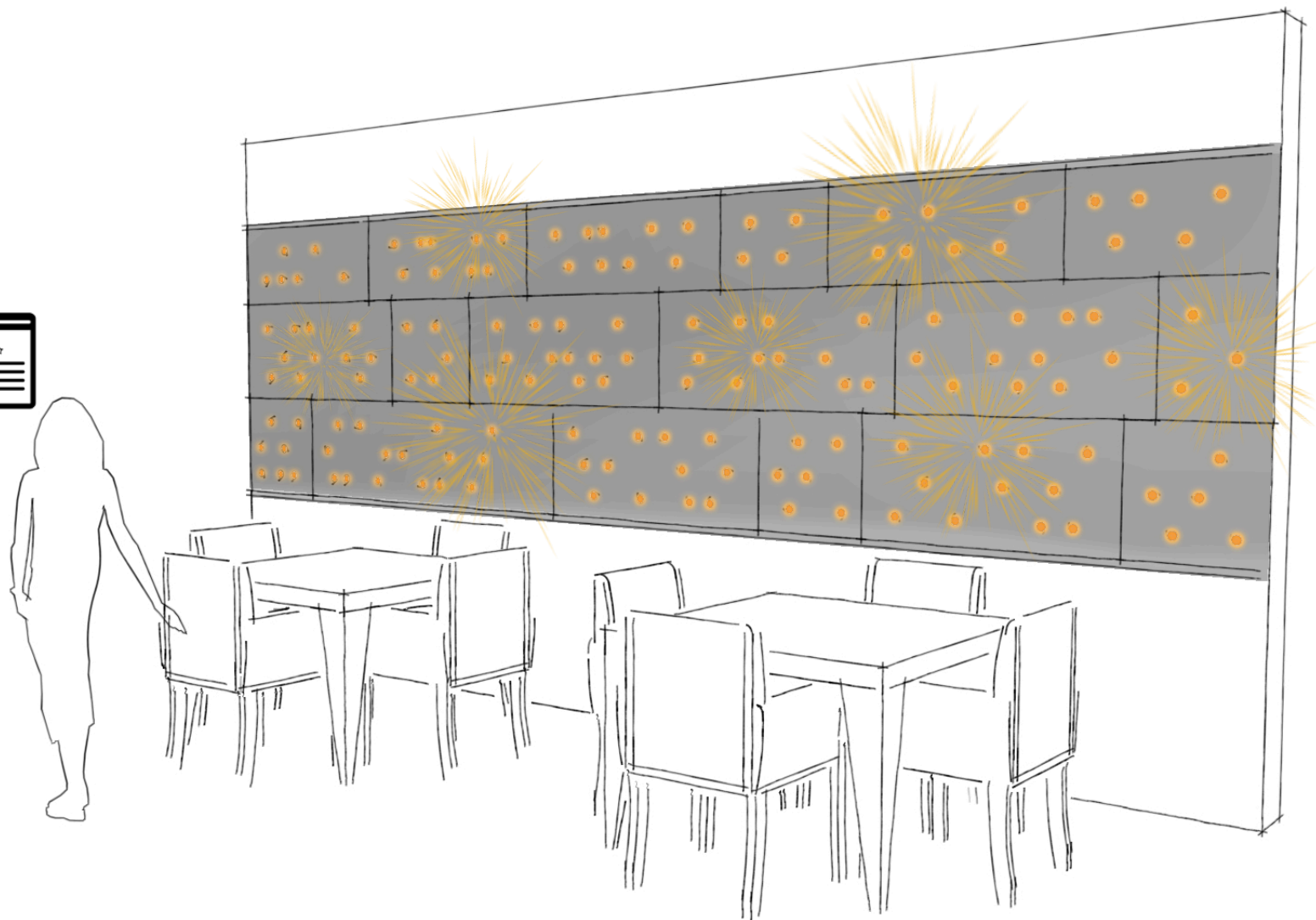
Wrap Your Spaces in Social Media:

Hot or Not



Wrap Your Spaces in Social Media:

Sparkling Service



Wrap Your Spaces in Social Media

Social Data Streams



Accumulation



Transience



Action Rate



Historic Legacy



Local Knowledge



Selfie Moments



Social Proof



Gamification

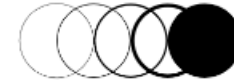


Presence

Ambient Media Visual Modes



Color



Motion



Intensity



Rhythm



Variation



Focus



Pattern



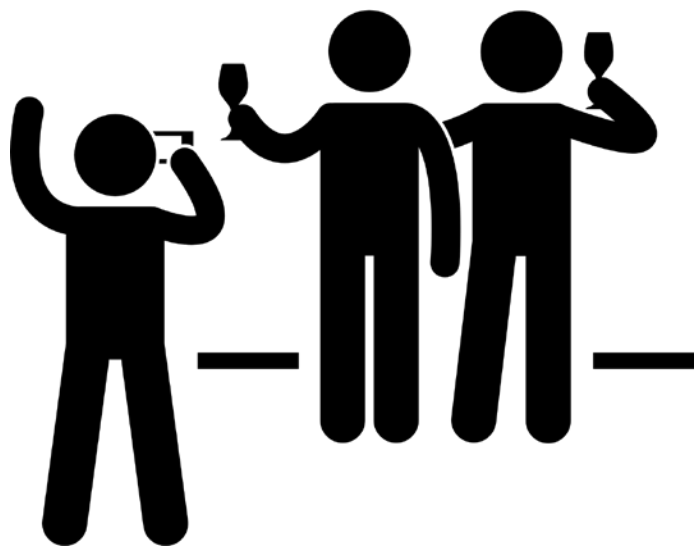
Aggregation



Imagery

Market Opportunity:

*The Problem with
IoT Data, Social Media*



KOERNER
DESIGN

THANK YOU!



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