

A PRESENCE IN THE LIGHT

WHAT IS THE FUTURE OF THE BUILT ENVIRONMENT?

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IS THIS ARCHITECTURAL LIGHTING?

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SEAGRAMS BUILDING: 1958
(68 YEARS OLD)

A NEW MODERNISM?

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A NEW MODERNISM?

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3 types of lighting:

- Focal Glow
- Ambient Luminescence
- Play of Brilliants

Kelly's Six Qualities of Light

"... light itself as a physical force can have...the regular occurrence of effects as does the wind..."

1. Intensity
2. Brightness
3. Diffusion
4. Spectral Color
5. Direction
6. Motion

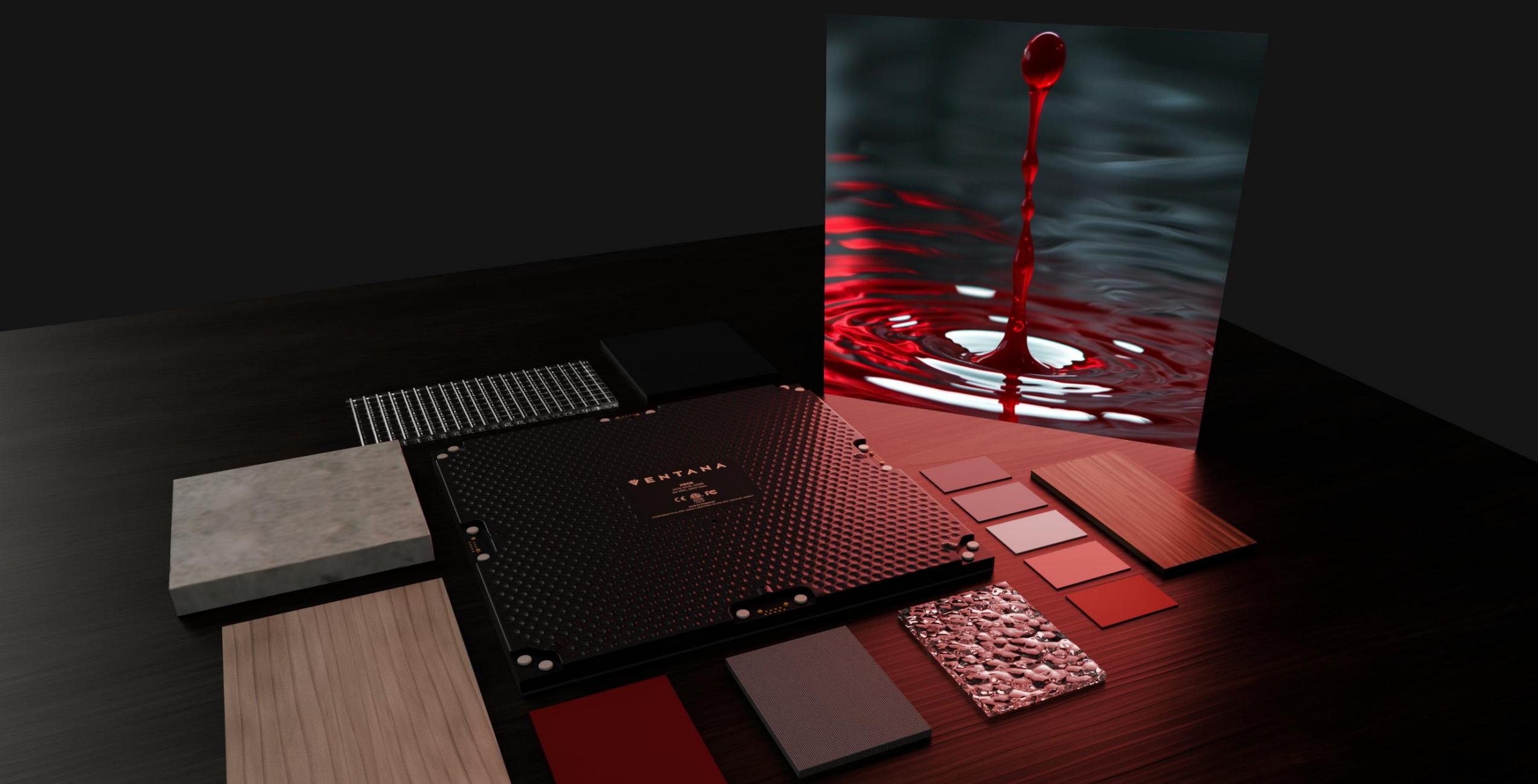




1929

A NEW MODERNISM?

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A NEW MODERNISM?

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1929

A NEW MODERNISM?

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A NEW MODERNISM?

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THE HANGOVER OF PRESET SCENE CONTROLS

BUILDING A HUMAN FOUNDATION FOR AI IN LIGHTING

AI OPTIMIZED HUMAN HEALTH AND WELLNESS



AI OPTIMIZED HUMAN TASKS



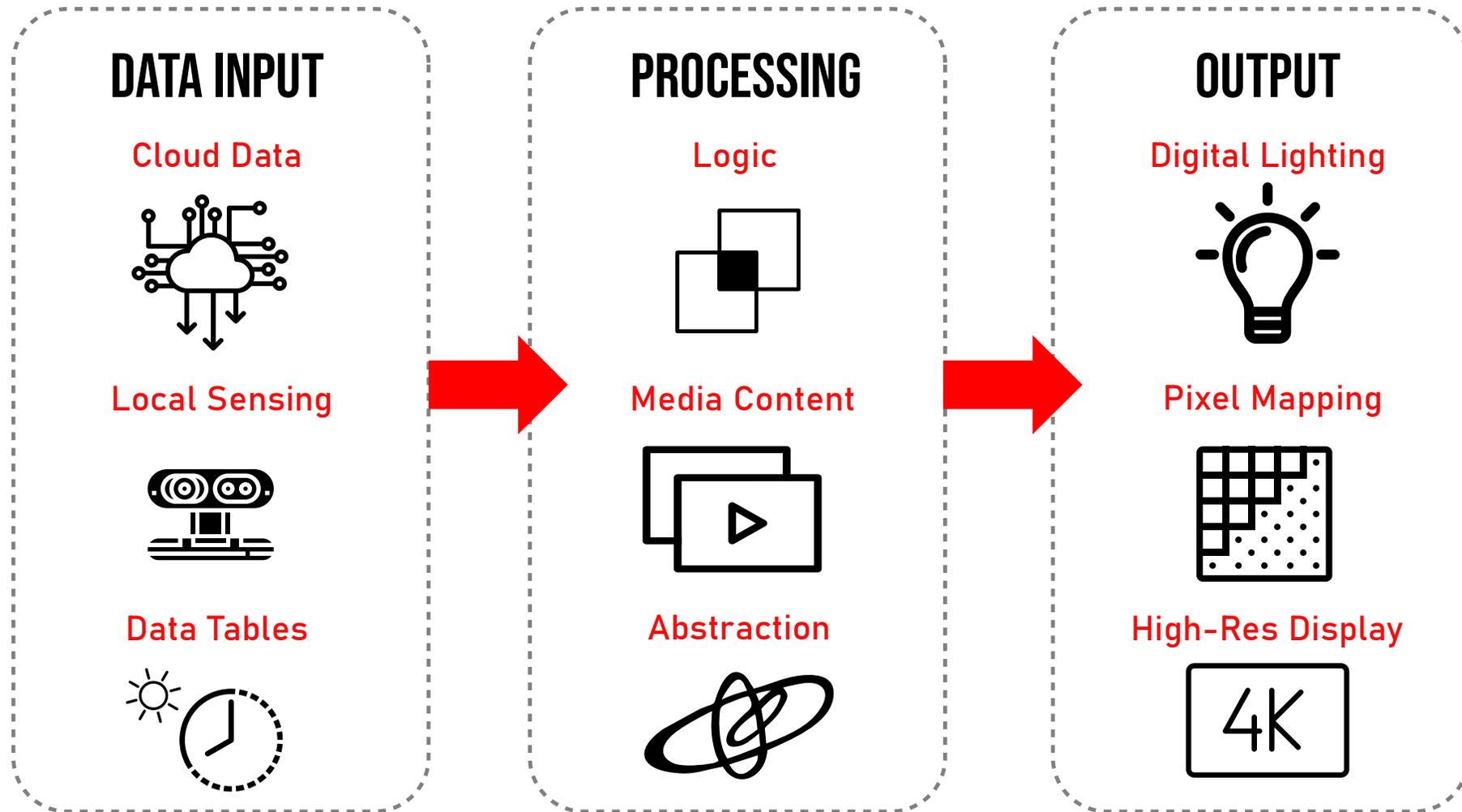
AI OPTIMIZED DC INFRASTRUCTURE



“LIGHTING”

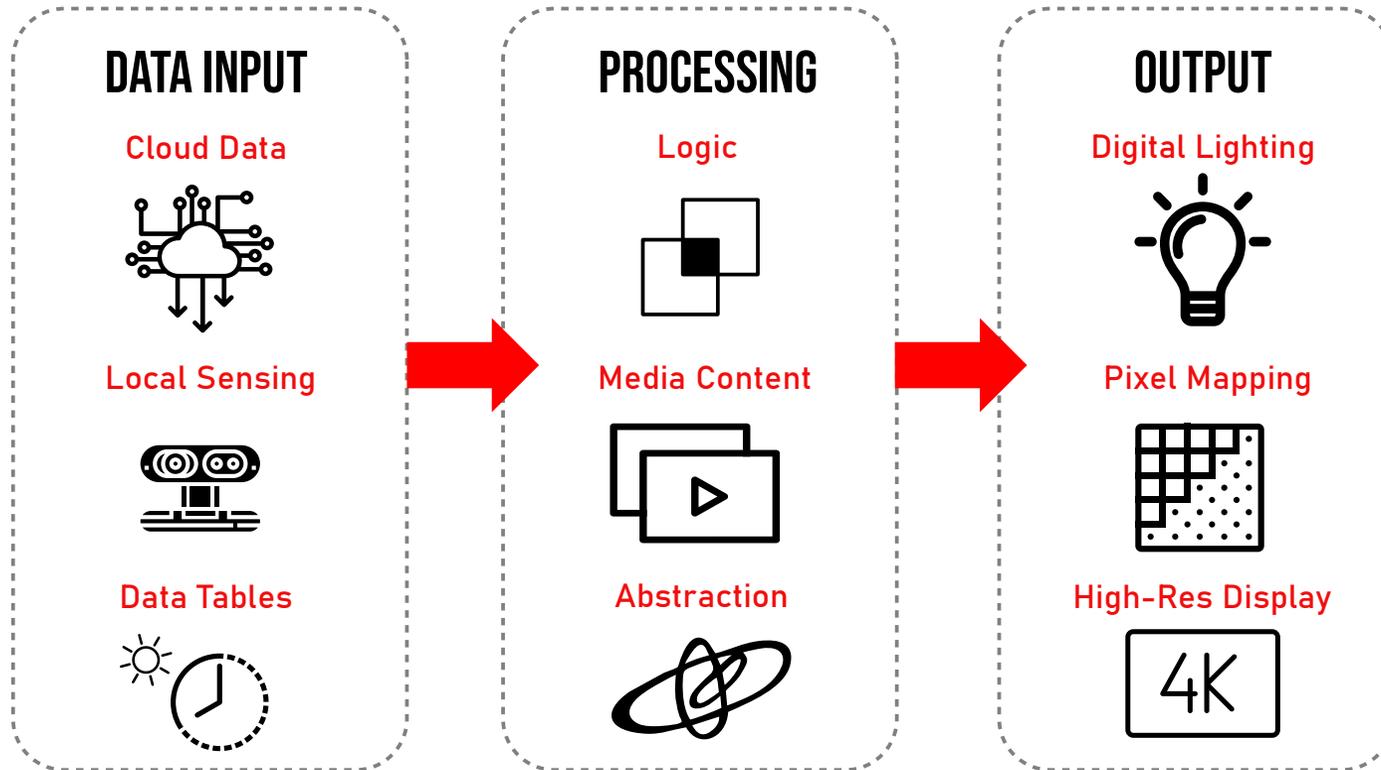


LEARNING ENVIRONMENTS



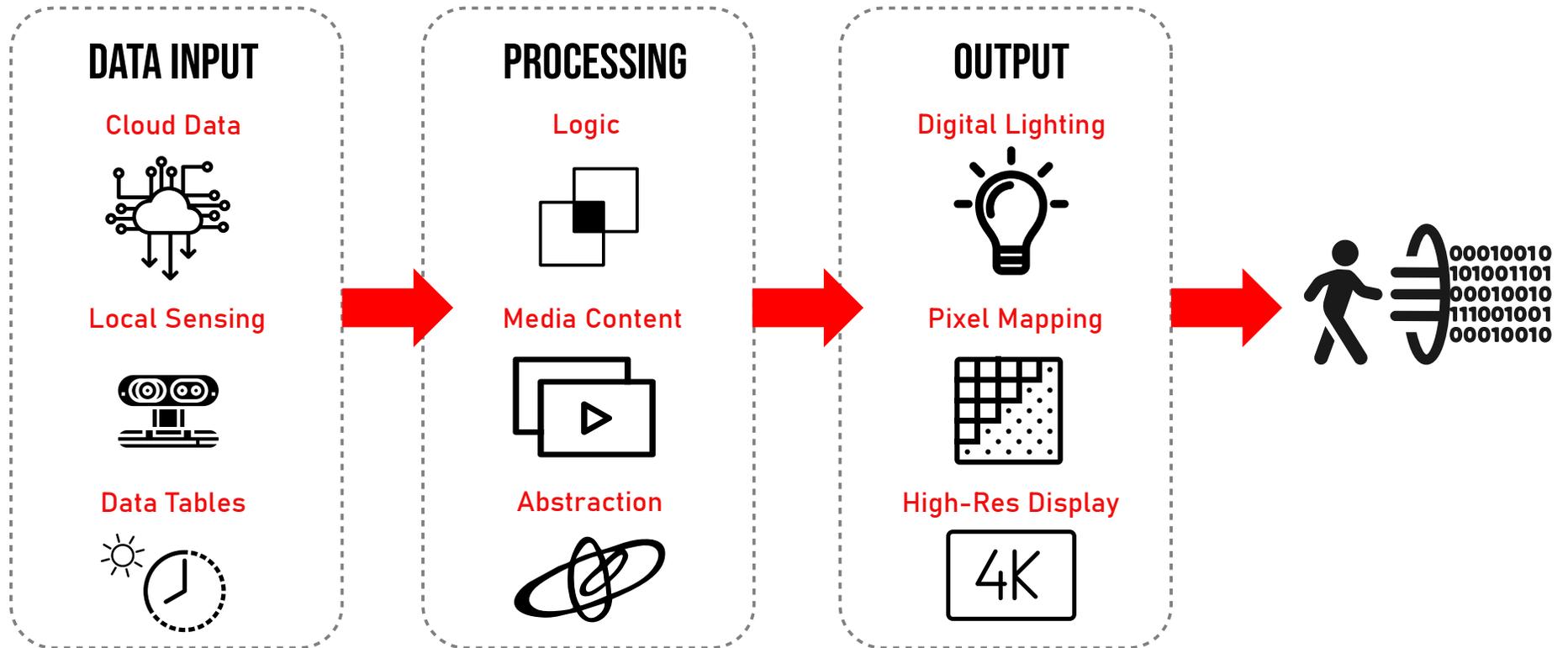


LEARNING ENVIRONMENTS



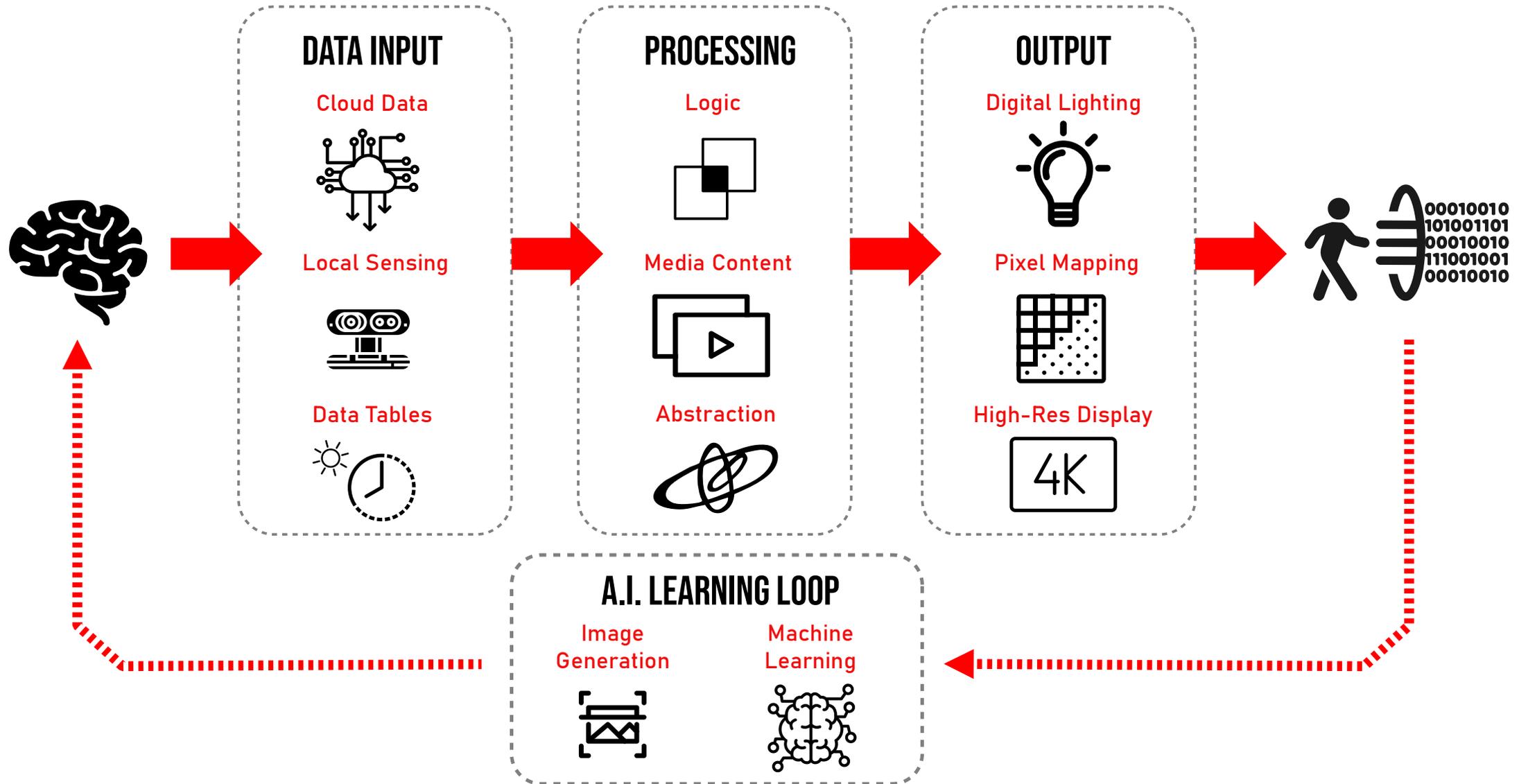


LEARNING ENVIRONMENTS





LEARNING ENVIRONMENTS





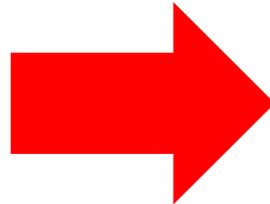
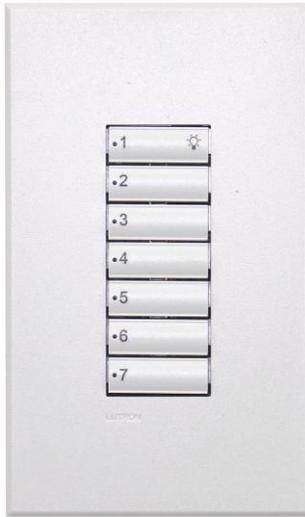
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CYCLES OF TIME

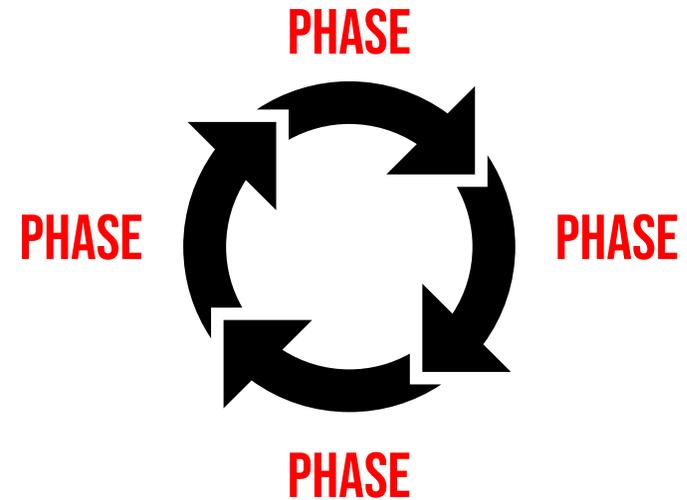
PRESET SCENES

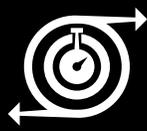


LINEAR EXPERIENCE

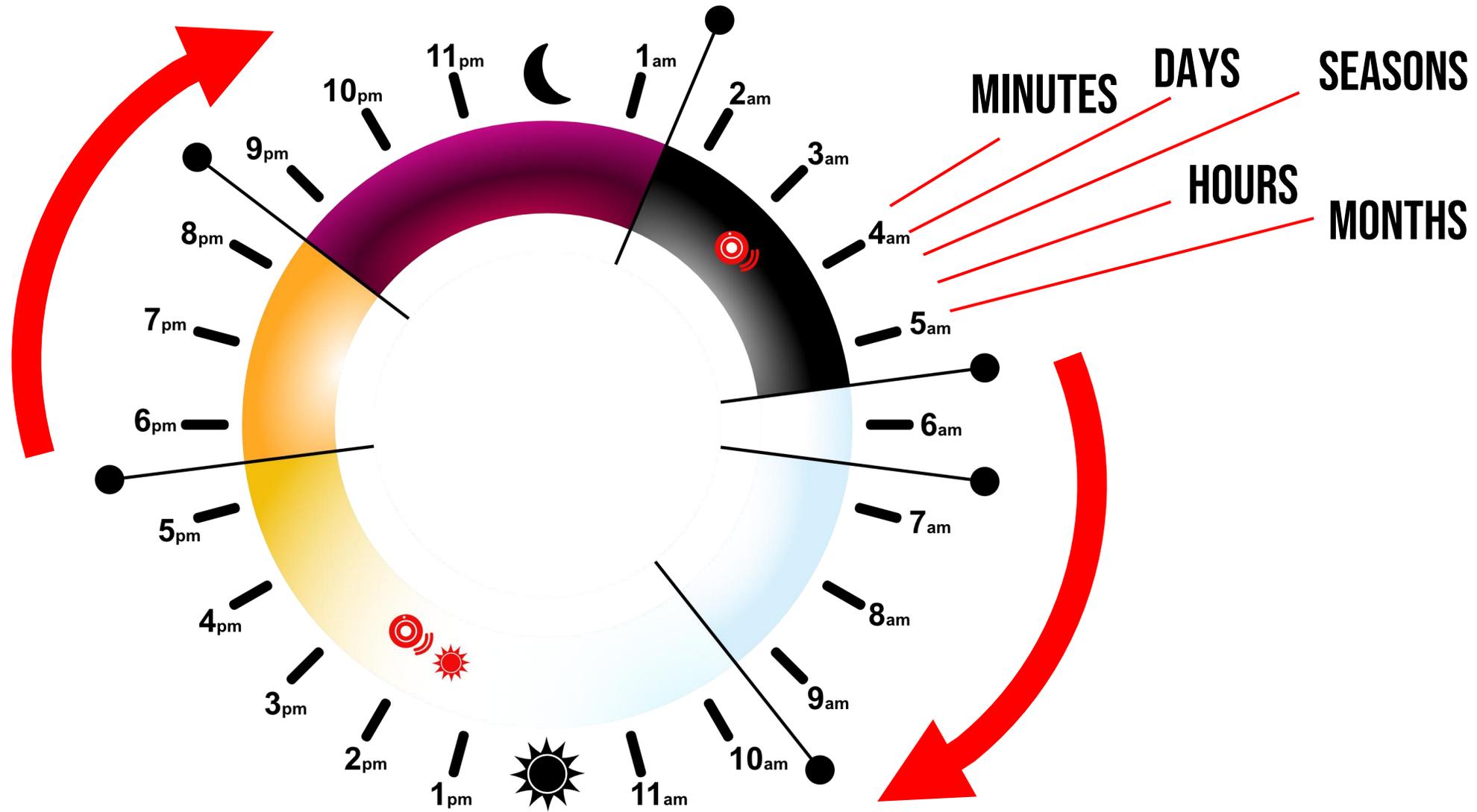


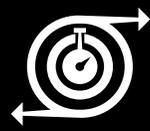
CYCLICAL EXPERIENCE



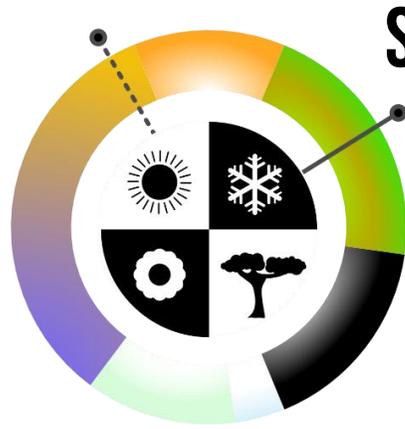


CYCLES OF TIME





CYCLES OF TIME



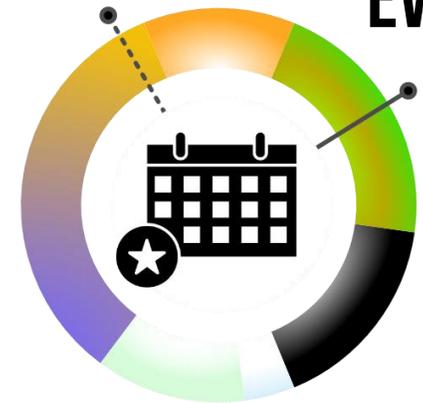
SEASONS



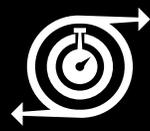
HOLIDAYS



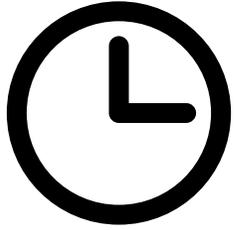
SPORTS



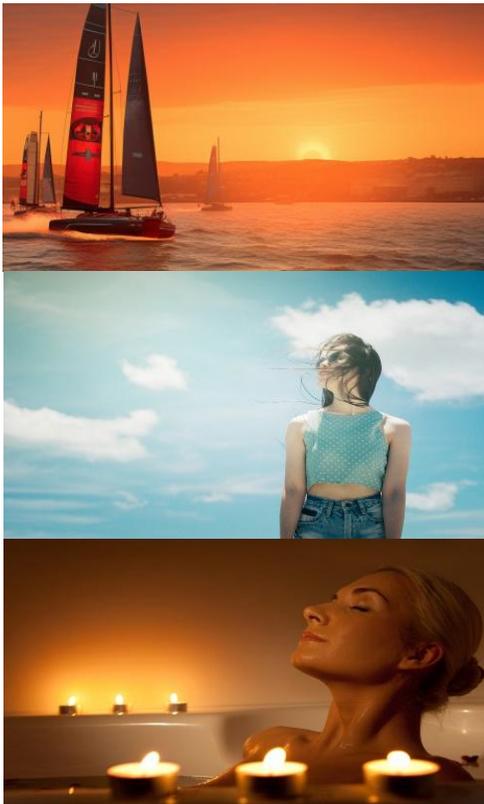
EVENTS



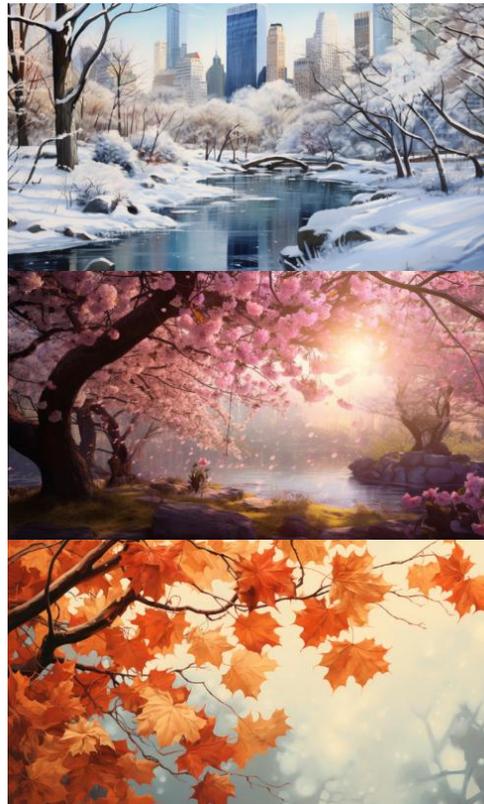
CYCLES OF TIME



DAILY



SEASONAL

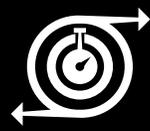


HOLIDAY

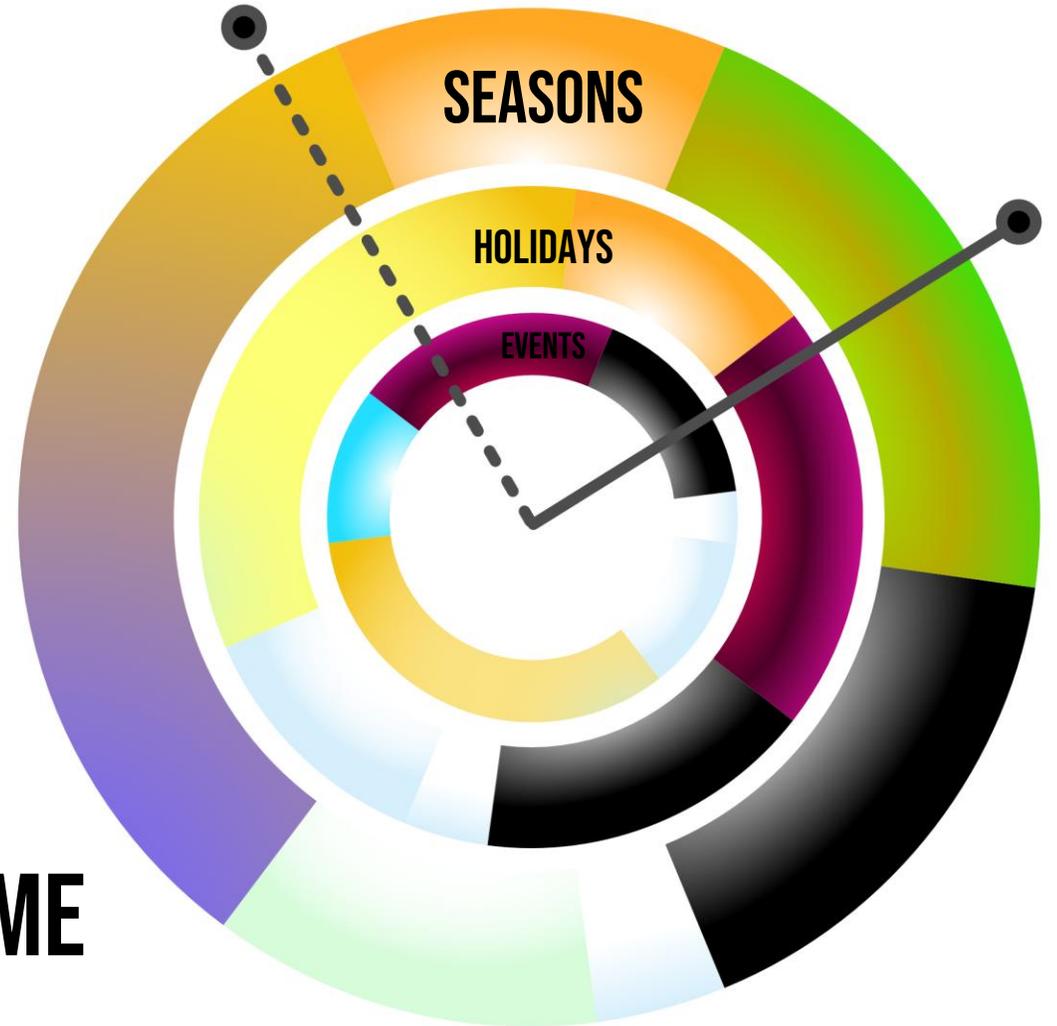
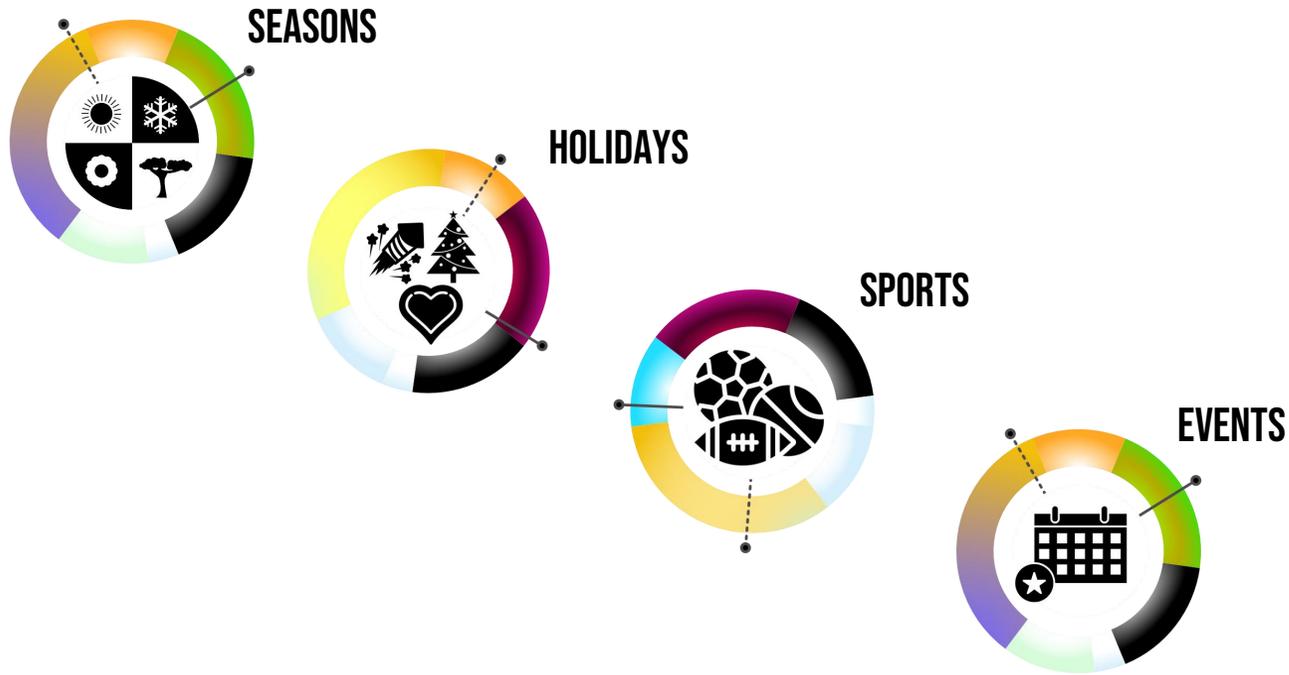


EVENT





CYCLES OF TIME



LAYERS OF TIME



IS THIS ARCHITECTURAL LIGHTING?

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PHASES OF ANONYMITY



CHECK IN

ANONYMOUS

PERSONALIZED

UNTRACKED



TRACKED



INTERFACE



BASIC DATA



SERVICE



MAGIC





YOUR FRIEND, THE WALL?

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IMMERSIVE DIGITAL EXPERIENCES AS PARTICIPATORY BRANDING

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WHAT HAPPENS IF A CHILD GROWS UP NEXT TO A MAGICAL PORTAL?

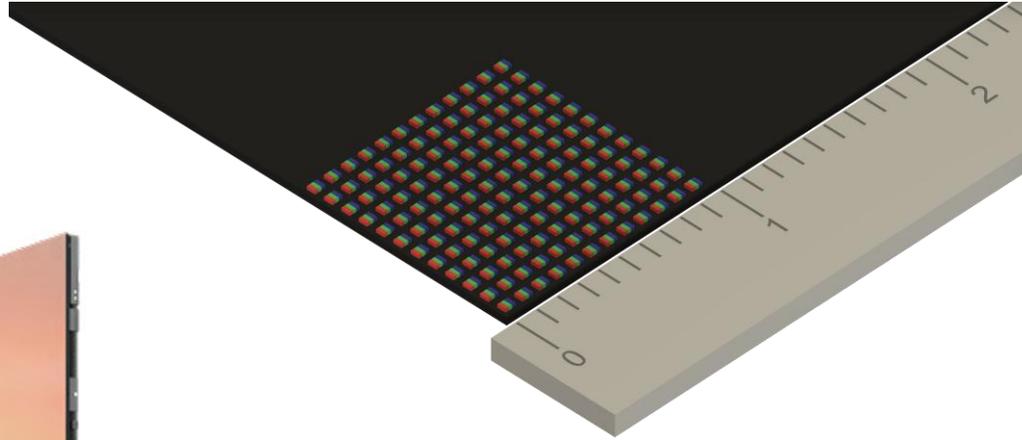
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ILM, The Mandalorian





CIRCADIAN RHYTHM





HEALTHY LIGHTING?

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FROM CLAUSTROPHOBIC TO WONDERLAND

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THE ART OF SEDUCTION AND THE ACT OF IMMERSION

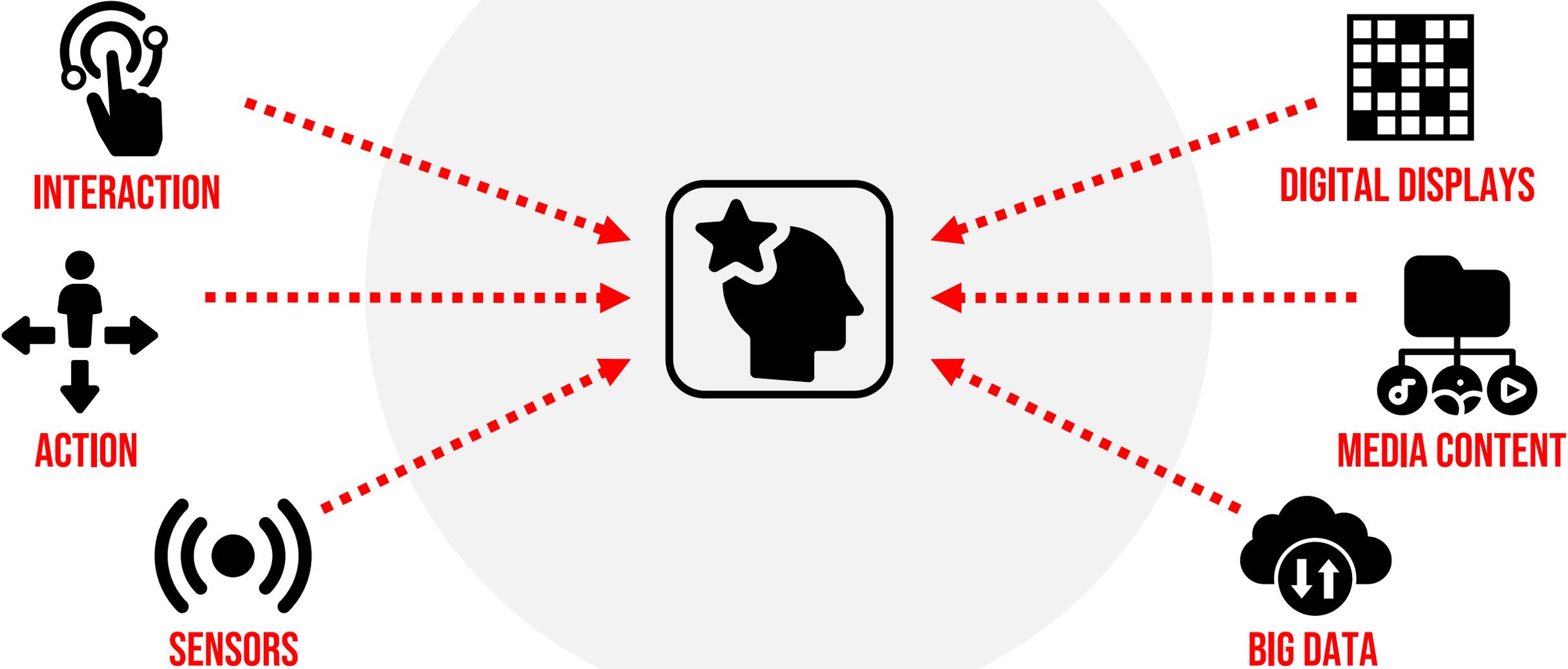
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CONSCIOUS LUMINOUS EFFECTS?

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WHAT MAKES AN IMMERSIVE DIGITAL EXPERIENCE?



WHAT MAKES AN IMMERSIVE DIGITAL EXPERIENCE?

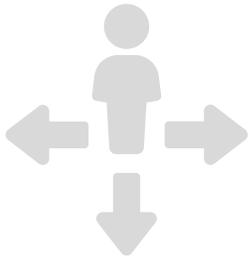
DRIVING ACTION

MAKING MEMORIES

DERIVING KNOWLEDGE



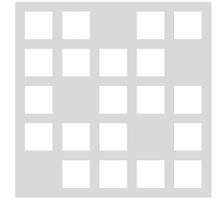
INTERACTION



ACTION



SENSORS



DIGITAL DISPLAYS



MEDIA CONTENT



BIG DATA

A photograph of a modern perfume store interior. The walls are covered in a large-scale, illuminated display of golden, shimmering particles, creating a dreamlike atmosphere. In the foreground, several people are silhouetted against the bright wall, looking at a long counter displaying various perfume bottles. The floor is highly reflective, mirroring the golden light. The overall mood is elegant and sophisticated.

A PRESENCE IN THE LIGHT?

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D E S I G N

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