

ignite



the art of **LIGHTING** DESIGN ALLIANCE

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Title: Ignite: The Art of Lighting Design Alliance

ISBN: 978-0-9825989-0-0 / 0-9825989-0-4

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Published by Visual Profile Books, Inc.

302 Fifth Avenue

New York, NY 10001, USA

212-279-7000

www.visualprofilebooks.com

Distributors in the United States and Canada

Innovative Logistics

575 Prospect Street

Lakewood, NJ 08701

732.363.5679

Distributors outside the United States and Canada

HarperCollins International

10 East 53rd Street

New York, NY 10022-5299

Exclusive distributor in China

Beijing Designerbooks Co., Ltd.

B-0619, No.2 Building, Dacheng International Center

78 East 4th Ring Middle Road

Chaoyang District, Beijing 100022, P.R. China

Tel: 0086(010)5962-6195 Fax: 0086(010)5962-6193

info@designerbooks.net - www.designerbooks.net

For information, visit www.lightingdesignalliance.com

Section introduction information referenced from:

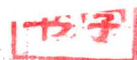
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The IESNA Lighting Handbook, Ninth Edition. Mark

S. Rea. IESNA Publications Department: 2000.

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LIGHTING DESIGN ALLIANCE



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IGNITE

"Let there be light!"

Yes, but the devil is in the details.

When mankind received the gift of fire, there weren't any instructions for placement, reflectors, lenses, controls, codes or efficiency. That's where Lighting Design Alliance comes in.

For centuries, designers have acknowledged and developed the application of effective lighting, with ever-more sophisticated methods and materials over time. Technologies may come and go, but what endures is the thought and planning, driven by a passion to construct great spaces and illuminate them to best effect.

Lighting is the discipline which gives architectural space both its dimensional definition as well as its functional utility. Light is the unique design material that successful designers have utilized for centuries to render the volume, texture, and color of all the other design materials into usable forms of breathtaking impact and sublime impression.

Philosophically, we design to create an aesthetically cohesive environment by integrating the use of concealed light sources, daylight, and decorative fixtures. The process begins with a vision, not calculations, whether it is architectural accentuation, energy savings, dramatic effect, or comfort; each endeavor is driven by its unique creative opportunity. Careful integration of lighting into the design team's concept guarantees success in every project.

We hope, by sharing some of our accomplishments so far, to infect you with our passion for great illumination. While we seek to implement designers' visions with economy and efficiency, we also strive to produce installations that will inspire a contagious enthusiasm for creative deployment of lighting in your projects.

The projects featured in this compilation represent a broad assortment of the very finest designs by Lighting Design Alliance. Every project here is a product of team collaboration, incorporating both in-house effort as well as contributions by owner, design, and construction teams. The project variety reflects our versatility in style and approach, with each one showcasing a unique character and story. Photos convey the drama of these spaces, while text provides an educational insight into the application.



BEGIN

Established in 1992, Lighting Design Alliance (LDA) is an internationally known, full-service architectural lighting design firm. Our expertise includes the design and specification of complete lighting and control systems, from concept through installation and long-term management. The services we provide address value and quality, incorporating an awareness of design aesthetics, various production options, and the effective use of energy. The LDA client base includes major real-estate developers from around the world, corporate entities, and the leading architectural firms. Ninety-five percent of our business is from repeat clientele.

Our services range from concept development to fully documented lighting design, from custom fixture design to designing with only standard products. To satisfy the needs of our varied clientele, we use the most current industry technology. We take pride in our ability to create remarkable lighting designs that yield minimal energy consumption. We have the resources and expertise to run complex illumination calculations, daylighting analyses, life-cycle analyses, and cost-comparison studies.

With a diverse staff of in-house designers and qualified support, assisted by state-of-the art infrastructure and technology, LDA is able to meet the most stringent deadlines while providing innovative lighting design solutions. Seamless digital integration, computer modeling, photorealistic renderings, and even full-scale mock-ups deliver designs that perform as expected.

LDA has a commitment to energy-efficient design. Long before sustainability became a buzzword, LDA was designing with energy-efficient sources, harvesting daylight, and advocating an environmentally sound aesthetic in our projects. Our designs consistently emphasize low maintenance, long lamp life, low lighting power density, and aesthetic sensibility. Our goal is to complement the architecture while providing the most sustainable and efficient design possible.

LDA has worked on numerous projects that have featured sustainable design on multiple levels. LDA is a member of the U.S. Green Building Council and has several Leadership in Energy and Environmental Design, LEED, certified completed projects and accredited professionals on staff. LDA believes it is important that its employees be proficient in implementing practical and measured green building design and be knowledgeable of applicable energy codes nationwide.

LDA designers have applied their expertise to a range of venues:

casinos
commercial
corporate
educational
entertainment

façades
hotels/resorts
health care
landscape/parks
liturgical

master planning
museums
night clubs
residential
restaurants

retail
spas
sustainability
theme parks
transportation

Quality-control methods within our process help to ensure the accuracy of our documentation. This minimizes costs to the owner while allowing the design team to work efficiently. Our designs are based on aesthetics but grounded in reality. This, partnered with our sound client services, makes us a natural fit for any design team.

THANK

Walt Disney Imagineering and Lighting Design Alliance have a long standing relationship spanning several decades. Not only are the projects exciting to explore, they helped develop the growth and acceptance of Lighting Design Alliance in the themed architectural environment. The designs could not be published in this compilation, but we would like to acknowledge Walt Disney Imagineering and formally say 'thank you'. However, as one of our most important clients, we would like to recognize Walt Disney Imagineering and the amazing projects they compose.

Our relationship with Disney first started in 1988 when Charles Israel first provided the lighting design for Disney's Mediterranean Resort, a proposed Disney deluxe resort to be themed after a small Greek island, with Antoine Predock Architects. Although the project was never built, it started a relationship of lifelong clients and friends which remain to this day.

Disney's Wilderness Lodge was the second designed project and the first project actually built. This national park service themed resort hotel was the first Disney project to adopt and accept energy efficient lighting design and automated lighting control systems concealed in themed fixtures that adorn the seven story log cabin atrium. To date, Charles Israel still believes that this project perfectly incorporated all of our design criteria... quite a statement for a project that is almost twenty years old.

Over the years, numerous Disney projects have challenged Lighting Design Alliance to conceive lighting schemes which are themed, yet remain functional for profitable operation. The ultimate goal of most Disney projects is to provide decorative light fixtures as the theming elements while concealing the functional architectural lighting either within the architecture or the decorative fixtures themselves.

Lighting Design Alliance is proud to have collaborated on the following Disney projects:

ABC Offices at Walt Disney Studios - Burbank, CA
Aulani, A Disney Resort and Spa - Ko Olina, HI
Club Disney - Multiple Locations
Disneyland Hotel Renovation - Anaheim, CA
Disneyland Hotel Neverland Pool - Anaheim, CA
Disney's All-Star Resort - Multiple Phases - Lake Buena Vista, FL
Disney's Animal Kingdom Villas - Kidani Village - Lake Buena Vista, FL
Disney's Art of Animation - Lake Buena Vista, FL
Disney's BoardWalk Inn - Lake Buena Vista, FL
Disney's California Adventure - Carthay Circle Theatre - Anaheim, CA
Disney's Contemporary Resort Suites Renovation - Lake Buena Vista, FL
Disney's Coronado Springs Resort - Lake Buena Vista, FL
Disney's Grand Californian Hotel and Spa - Anaheim, CA
Disney's Polynesian Ohana Restaurant Renovation - Lake Buena Vista, FL
Disney's Vacation Club Sales Office - Chicago, IL
Disney's Wedding Pavilion - Lake Buena Vista, FL
Disney's Wilderness Lodge - Lake Buena Vista, FL
Downtown Disney Westside - Lake Buena Vista, FL
Tokyo Disneyland Hotel - Tokyo, Japan

The results of this coordination are spaces which are playful and unique, each with the definitive Walt Disney signature.

tes



eat

OVERVIEW

Vegas is known for spectacle, and the Beijing Noodle Company No. 9 is no exception. The restaurant is intentionally dazzling and disorienting. Layers of pattern surround the guest in a white cocoon that sharply contrasts with the vibrant colors in the food and place settings.

FEATURES

The lighting for Beijing Noodle Company No. 9 reinforces the design idea of layers in a contemporary woven nest by wrapping the patron in a surreal luminous environment. Linear fluorescent fixtures uplight food in the front window displays, enticing patrons to go into the restaurant. A colonnade of fish tanks filled with brightly colored fish, lit from above with incandescent surface-mounted track lighting heads, further draws guests into the unique and exciting location.

INNOVATION

Warm-white LED tapelights are mounted to the back of custom-cut metal screens. LEDs shine onto the wall painted in a similar pattern to that of the cut-metal screens, which provide the main lighting layer. The pattern is specular and the reflections give an added dimension when front-lit. A second layer of light is provided by surface-mounted trackheads carefully located between openings in the screen to highlight the fish tanks and tables below and to create visual focal points.

SPOTLIGHT

The lighting makes the 3,500-square-foot space feel expansive, as depth perception is blurred by the surrounding white dining room that is wrapped in light and pattern. The vibrant colors of the bar and fish tank colonnade serve as centering and way-finding elements through visual contrast.

SUSTAINABILITY

The complexity of the design concept used in Beijing Noodle Company No. 9 required the use of a long-life, low-maintenance, and cost-effective light source. Low-profile LEDs create the floating effect of the screen and emphasize the painted pattern on the wall, while providing a low-energy consumption solution.

Client: Harrah Entertainment
Architect: Bergman, Walls & Associates
Interior Designer: Design Spirits
Photography: © KSG Photography / Kelly Stampe Gaez

**BEIJING NOODLE
COMPANY NO. 9**
LAS VEGAS, NV







< The front entry of Beijing Noodle Company No. 9 showcases a display kitchen. This hints at the unique environment inside the restaurant, where the chef makes noodles from scratch. Halogen accents above highlight the food, providing full-color rendering for an attractive display, while fluorescent strips create a floating effect from below.

> Vibrant spots of color create contrast and interest in the dining room. LEDs backlight the screen and halogen spots highlight the tables, emphasizing the food itself and the eye-popping orange glasses.

The
Piesecake Factory

LUCKY BRAND
BLUE JEANS STORE

eat

OVERVIEW

The Cheesecake Factory is a successful restaurant chain with more than 140 locations across the country. Lighting Design Alliance has designed the lighting for over 100 locations since 2003.

FEATURES

The Cheesecake Factory is recognized for its over-the-top fanciful decor and its dim, romantic lighting. Multiple light sources create a soft, warm atmosphere. Table spots, wall accents, mural uplights, ceiling coves, and concealed millwork lights are just some of the layers of light used to set this scene. In addition, custom-made blown glass pendants and sconces sparkle against the subdued background of glowing hardwood and stone tables.

INNOVATION

Using infrared halogen and 4-degree, super-spot lamps, lamp wattages are kept low while still creating precise pools of light from 20-foot ceilings. Despite the high quantity of lights in the restaurants, energy loads are minimized by conscientious programming of the dimmer system both during normal business hours and after-hours for cleaning. Simple lighting presets automatically dim lights throughout the day based on the time and the relative sun location.

SPOTLIGHT

Lighting Design Alliance spends several days at each new restaurant location to meticulously aim every light and to carefully tune all dimmer settings. The Cheesecake Factory nationwide corporate maintenance program ensures that its operations team diligently maintains the lighting design with regard to lamping, aiming, and table placement to keep its restaurants looking their best for years to come.

SUSTAINABILITY

In 2009, Lighting Design Alliance and The Cheesecake Factory teamed up on a comprehensive relamping program for all locations to reduce energy consumption and streamline lamp inventory. It is projected that some of the restaurants may save more than \$8,000 each year by implementing simple lamp changes.

Client: The Cheesecake Factory
Architect: Architects Design Consortium
Architect: TRM Architecture, Design & Planning
Interior Designer: The Cheesecake Factory
Photography: © AG Photography (1, 3) / Anthony Gomez (2, 4)

THE CHEESECAKE FACTORY
MULTIPLE LOCATIONS




< At the Cheesecake Factory in Rancho Mirage, California, small-aperture accents with red color filters, custom table lamps, and wall sconces add drama to the bar. Concealed, low-voltage lighting is carefully integrated with millwork to accent bar bottle displays. The two-story bar dining area is enhanced by multiple layers of warm, custom-fabricated, cold cathode coves and recessed accents to pinspot tables below.

> Cheesecake is the feature of every location, and lighting at each restaurant's bakery showcases the desserts. At this Los Angeles, California, location, backlit mica panels, glowing pendants, and carefully placed accents provide this backdrop. The bakery is wrapped by a gold leaf crown with metal tusks silhouetted using a low-voltage striplight.







Exemplified in the main dining area of The Cheesecake Factory in Walnut Creek, California, multiple light layers are controlled by a five-panel, six-scene dimming system. This enhances the space from its warmly lit table tops and flying up-lit murals to the glowing coves and the expansive mural above the exhibition kitchen.