

FOCUS LIGHTING

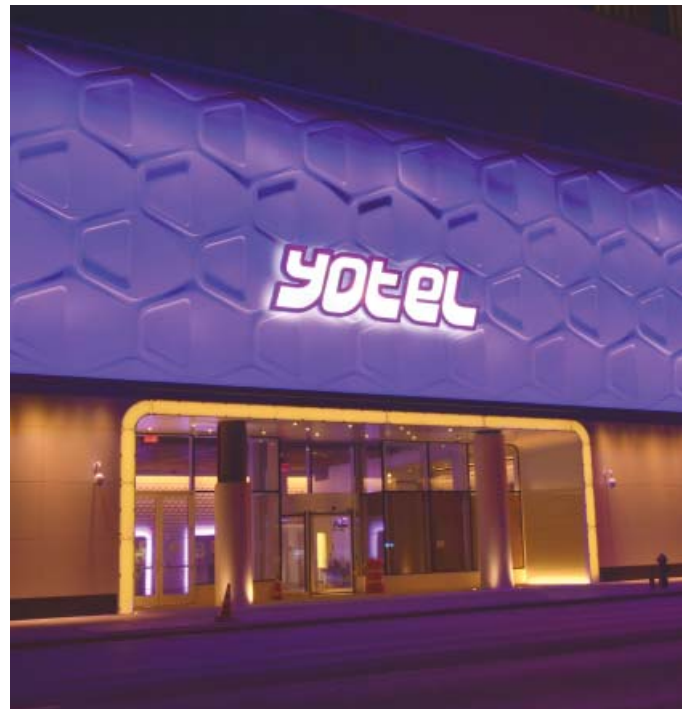
A guest's first view when entering a showroom, hotel, or restaurant, or their first look at an illuminated façade at night, should be as stunning and memorable as the moment the curtain rises on a Broadway stage. At Focus Lighting, every project begins with the desire to create a memorable experience. Paul Gregory founded the New York City-based architectural lighting design firm in 1986 and for the past 25 years, Focus has worked with renowned architects and designers on a variety of projects, from large entertainment and retail facilities, to hotels, restaurants and high-end residences. The firm is rooted in the belief that a sense of drama and theatre is essential to any successful architectural project.

The Focus team has expertise and experience in a wide range of disciplines including Theatrical Lighting Design, Architectural Design, Interior Design, Graphic Design, Fine Art, Computer Technology and Construction. The firm's success comes from the fact that every designer, though uniquely talented, shares a common vision and passion for making each project as successful as possible, both artistically and in relation to the needs of the client.

Focus Lighting also strives to stay at the forefront of lighting technology and began designing with light emitting diodes (LEDs) very early on. Nearly a decade ago, before color-changing LEDs were widely introduced, Focus Lighting completed a project for Morimoto Restaurant in Philadelphia. Between tables, Focus enclosed color-changing LEDs into architecturally sealed, double-wall glass partitions. This approach accomplished the desired aesthetic needs, while also providing a low-maintenance solution that could stand the test of time. Now, ten years later, the restaurant design remains unchanged and still achieves its unique lighting goals with no maintenance required. The long-life, low maintenance and extremely flexible properties of LEDs have made this technology instrumental in many of Focus Lighting's designs since.

Yotel

For the first Yotel hotel outside of Europe, Focus collaborated with Rockwell Group and Related Properties to design the flagship location in New York City. The contemporary, clean-lined appeal of the space is reflected throughout in material choices and is matched by the color and intensity of the LED lighting. The Yotel experience begins as the viewer approaches the building. The exterior façade is illuminated in "Yotel purple" on a pre-cast concrete relief pattern, made up of a repeating configuration of the brand's iconic lozenge-shapes. In order to achieve the ideal color, Focus conducted a full-scale, onsite mock-up to test a variety of fixtures. Ultimately, Focus turned to Traxon Technologies, a global leader in solid-state lighting and control systems. Traxon's Graze Shield XB RGB fixture was selected for its optimal light output and precise color mixing. Although the building is typically lit in the signature "Yotel purple", the flexible Traxon fixtures provide color-changing capabilities, offering flexibility to adapt for special events.



Yotel – Juan Pablo Lira

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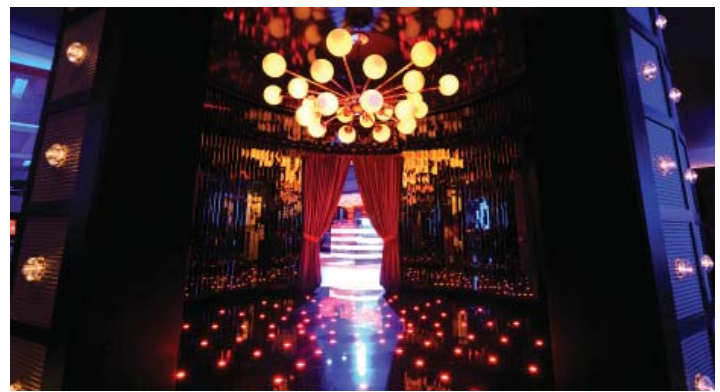
The fourth floor of the hotel incorporates a unique dual-use space, and the lighting was vital in achieving this flexibility. During the day, the area is used as a meeting room, and is brightly lit and flooded with daylight. Focus Lighting was tasked with the challenge of transforming this naturally lit space into an evening bar and lounge, as well as a dance club later at night. Focus determined that the best solution would be to backlight the ceiling panels with color-changing LEDs. During the day, the LED lighting illuminates the space with white light, making the area conducive to a work environment. At night, the lighting changes color to create a more dimly lit, seductive setting for the evening crowd, and then later, a bold energetic vibe for the nightclub. Combined, the 27 ceiling panels are lit with 40 50-node LED strips that, in addition to changing colors, can also be programmed to display low-resolution animation, such as imagery of drifting clouds or a ripple effect.

The unique capabilities of LEDs made them an ideal choice for both projects at Yotel. The high performance output and flexibility of Traxon's Graze Shield XB RGB fixture, made it possible to perfectly match the brand's design on the hotel's exterior, and the color-changing capabilities of the LEDs allowed the interior space to be made completely adaptable for all its functions. Additionally, the inherent energy efficiency of LED technology made it possible for Yotel to meet the stringent standards of this LEED-certified building, without compromising Focus Lighting's inspired design.

Crush

Crush is an exciting, energetic club designed for teenagers at the Atlantis Resort in the Bahamas. The lighting at Crush is integrated into the club's architecture and reflects the energy of the music. Focus worked closely with design firm Jeffrey Beers International to create this cutting-edge space, on par with a world-class nightclub.

Upon entering the club, patrons are led down a mirrored hallway that utilizes a series of long lines punctuated by dots of LED light, to create an undulating environment of contrasting light and dark areas. The nightclub itself incorporates lighting into the architec-



Crush – Courtesy of Kerzner

ture by wrapping the dance floor walls in LED Media Tube RGB from Traxon Technologies. Traxon's Media Tube RGB climbs the nightclub walls and extends onto the ceiling, creating an enveloping effect. The lighting display features over 200 video clips that can be recalled by the DJ, and an EQ graphic synced to the audio output overlays the animations, which adjust to the speed of the music. e:cue's Lighting Control Engine (LCE) was used as the master control for all conventional lighting.

All of the standard elements of a dance club are included, from a mock bar, to a state of the art dance floor lighting rig, to high-resolution video displays. Some of the conventional club features, such as a disco ball, have been twisted to satisfy the younger generation – instead of a standard disco ball above the dance floor, the entry to the club is envisioned as an "inside-out exploded disco ball."

One Butler XT and seven Butlers, along with four Video Micro Converters (VMCs), which transmit e:pix data directly to the 1800 linear feet of Media Tube RGB, make up the Crush's intelligent control system. Ad-

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ditionally, three Glass Touch T12s make the solution accessible and user friendly, bringing control to users' fingertips.

Through the use of LED lighting and intelligent controls, Focus was able to create a unique and dynamic environment, designed to continually attract an audience of teenagers by creating an atmosphere unlike anything they've heard of or seen before. Only with LEDs could Focus create the kinetic lighting and video elements that react in response to music, making the venue even more engaging and dynamic.

Times Square Ball

For the 100th anniversary of the Times Square Ball, Focus was tasked with re-designing this iconic symbol. The challenge was to explore and enhance the brilliant facets of the Waterford crystal, and to create the appearance of a sparkling gem in the sky above Times Square - an experience that reaches not only the million-plus revelers below, but also more than one billion television viewers worldwide.

Focus approached the project by analyzing the different views of the Ball, depending on the location of the audience. A person standing five feet away will experience the beauty and intensity of each individual crystal triangle. A television camera from 50 feet away will enable television viewers to experience the kaleidoscopic moving patterns of light and color radiating from the crystal triangles. In addition, a reveler celebrating 500 feet away on the street in Times Square will see the intricate colorful moving patterns of light sparkling in the sky. Each view of the Ball needed to be equally dramatic.

Focus wanted the New Years Eve Ball to appear larger than life, and experimented with a variety of new concepts. The design team decided that the real success would not be in creating a larger spectacle, but rather in bringing out the inherent beauty of the traditional crystal Ball.

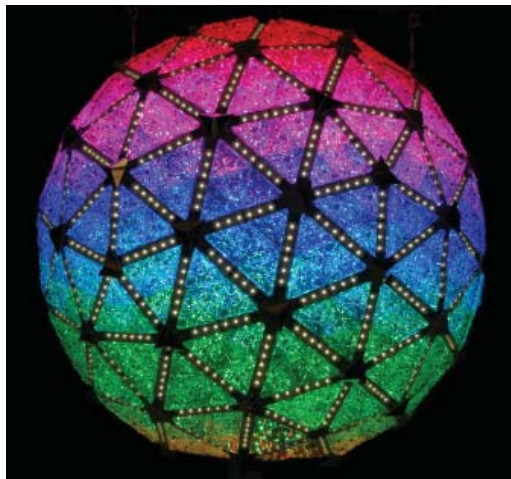
To add to the beauty and awe of the New Years Eve Ball, Focus sought to integrate intelligent LED controls to create animated lighting displays. Focus turned to Traxon Technologies' e:cue lighting control division, for a custom solution that enabled intricate media displays and a stunning overall presentation. e:cue was able to provide a custom solution for this specific project, re-designing portions of their software suite to meet the project's need for real-time, editable two-dimensional preview. Additionally, a multi-view 3-D Visualizer tool was created to allow for accurate, convenient offline editing. e:cue was a reliable choice, bringing a three-level back-up system, which is essential in a live, public display setting. Furthermore, e:cue's Lighting Application Suite (LAS) has the ability to run multi-layer video effects simultaneously with traditional lighting effects to create a seamless lighting solution. Finally, e:cue's powerful scripting language ensures that the possibilities are only limited by the designers imagination.

The combination of Focus' creative lighting methods, advanced crystal cutting technique, solid-state lighting technology, and flexibility of the e:cue intelligent lighting control systems, created a new vibrant look for the 100th Anniversary of the Ball.

Future

In today's world, attractive and creative design is becoming increasingly more important in every aspect of our lives. Lighting design is no exception to this growing trend for unmatched design, and the demands are increasing day by day. The advancement of LED

technology has created an exponential number of new possibilities for lighting design, and Focus Lighting is a pioneer in using solid-state technology to create awe-inspiring installations. Building upon years of experience, and drawing upon new ideas from a diverse pool of talent, Focus Lighting constantly strives to create spaces that allow people to look and feel great.



Times Square Ball - Ian Hardy