

FINK IN FORM

FORM ASSOCIATES HAS CREATED A DYNAMIC LED DISPLAY IN BURBANK.

Cities no longer recede quietly as darkness falls, but undergo a phenomenal transition into alternative cultural spaces. Light is predominantly a cultural thing; not something simply linked to the city design, buildings and landscapes in a functional manner, but inherently part of the life of the people for whom it was created. FORM Associates sees effective lighting not only as an addition to physical night-time environment but as a key integral transformative medium in celebrating the diversity of urban cultures.

In its projects, FORM Associates encourage cities to take a holistic approach to lighting, linking it with sustainable economic development projects as an integral part of regeneration and urban renewal. FORM Associates endeavours to use light not as an afterthought but as a very important determinant factor in how we perceive and appreciate our night-time environments. Light is often used as a sole construction material to create ephemeral gateways and sculptural landmarks and to manipulate and alter visual appearance of buildings and their urban surroundings.

In the Burbank Light Lines project, a creative as well as functional and environmental approach to lighting is used to animate a newly constructed building and to introduce a new vibrant and powerful quality into the cityscape of Los Angeles.

The building is located in the heart of Burbank's downtown and is the focus of the city's redevelopment as a hotel specialising in extended type occupancy.

While Hollywood is considered a symbol of the glamorous entertainment industry, much of the actual production takes place in Burbank. Billed as the 'Media Capital of the World', many media and entertainment companies are head quartered or have significant production facilities in Burbank, including NBC Universal, The Walt Disney Company, and Warner Bros. Entertainment. In response, artist Peter Fink has designed a dynamic lighting scheme that is the talk of Los Angeles. The lighting scheme on all four elevations of this prominently placed building next to a major freeway and International Airport takes as its inspiration the original test card during the first US colour television broadcast originating in Burbank.

The intelligent LED Color Kinetics lighting system was provided and installed by Entertainment Lighting Services, a US leading architectural, entertainment, exhibit and event lighting supplier and production service company. Each individual fixture in the installation can be programmed together or separately to produce subtle cross-fades between individual colors as well as many different special effects. This was used to full effect in a programming loop run by a Phoenix Controller lasting fifteen minutes. The installation provides a constant changing appearance giving the building a distinct branding seen clearly over distance whilst respecting the architectural logic of the building and its urban context.

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