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A1 Lighting

FIRST PLACE FOR NEWS IN YOUR INDUSTRY

Castle Quarter Shopping Centre

Double digit footfall growth for Castle Quarter in Norwich after a lighting transformation by Elektra Lighting Design.

www.a1lightingmagazine.com

Neil Knowles, Director at Elektra Lighting Design



What is your first job when receiving a brief from a client?

Trying to understand the interior design and architectural concept. What does this building actually look like and what is the architect's vision for it? For example, if the space is a restaurant do they want French Candlelit, Shoreditch cool or modern Japanese, to name a few. Each has enormous differences in the interiors and requires enormous differences in the lighting. Often when we get involved, the style has not been fully resolved, and they are not sure what it will look like so teasing out these issues is an important job.

How do you keep ahead of changing technologies and products?

We get at least one manufacturer in every week to show off their new stuff (House rules: 30 minutes only, bring samples, we'll try to break it to see if its good quality). In addition, we go to several trade shows a year and I've just booked two days in Frankfurt for the entire office for Light + Building 2020.

What is the best part of your job?

Turning it all on at the end. It got built, and it looks just like I wanted it to look. It's a real buzz, seeing what I designed come to life and it looking great. (In reality, there's a lot of snagging, fixing, twiddling with controls, client liaison and lots and lots of standing about waiting. But on an ideal project, it looks great at handover!)

What has been your favourite project that you have worked on and why?

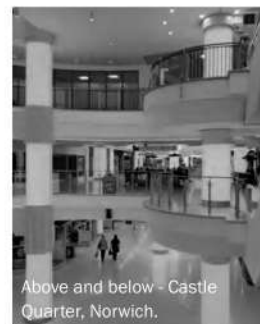
Bedales School Theatre - It was my first project, 25 years ago. I didn't realise it at the time, but a timber framed theatre is a unique project. Innovative and low energy, the whole team worked really hard to make it a fantastic project. At the end it looked astonishing, and I became addicted to the industry, the process and the thrill of completion. Guess it helped it was my first, but it was a unique project and it still looks great.



What is your most recent project?

We recently worked on a project for Castle Quarter, a shopping centre in Norwich which underwent a redesign with us completing the lighting. Using the 37 columns in the shopping centre we created a lighting feature. During the day the columns pulse through six carefully selected colours and can even be pre-set to support specific events throughout the year.

The centre has since reported double digit growth to their footfall - a true transformation of a shopping centre.



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Images courtesy of Elektra Lighting Design.

Vibhor Sogani, Lighting Designer at SOGANI



How important is energy efficiency to you when specifying products for a lighting design?

In this era where ecological preservation and sustainability isn't a guideline but a necessity, it is incredibly important to create energy efficient products when specifying for lighting design. Today's customer is aware and understands optimum utilisation of resources. With LED's and OLED's available in the market the push towards sustainability has led to great advancement in the domain of energy efficient lighting solutions.

What is the best part of your job?

The process of conceptualisation and creation of products is extremely exciting and each time it ends up teaching me many aspects of design. There is usually a long phase of deliberation and as a product designer, I have to

play a multi-faceted role, right from understanding of the project or the product to creating a tangible three-dimensional object that has a definitive function. It is this journey that gives me immense excitement and satisfaction.

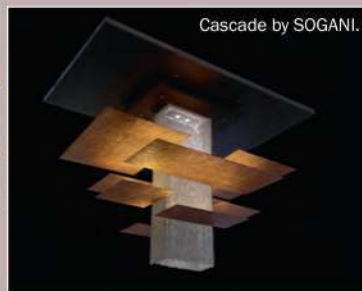
Where do you get your inspiration from?

I come across innumerable sources of inspiration, as I am a person who derives his observations from natural phenomena, forms in nature and the physical environment. When I see something that has an emotional appeal, or a process, or is very simplistic in terms of its characters, I sketch the object in my mind and try to materialise its value, and its meaning within my designs.

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Golden Dew by SOGANI.



Cascade by SOGANI.



Flori by SOGANI.

Images courtesy of SOGANI.