

*Britain's leading magazine for architectural products, technology and trends*

# ARCHITECTURE

DECEMBER 2018

MAGAZINE



## THE BLOOMBERG BLOCK

A DESERVED STIRLING PRIZE WINNER,  
THE BLOOMBERG EUROPEAN HQ, LONDON

## MAKING AN ENTRANCE

THE ARCHITECTURE PANEL DISCUSS THE  
CHANGING FACE OF THE COMMERCIAL  
WORKPLACE AND IT'S VALUE

## SHOWROOM INSIGHT

# TO THE LIGHTHOUSE

**FUTURE Designs** is lighting up Clerkenwell with its first 'anti-showroom' to promote and showcase innovation in lighting, designed by **BDG architecture + design**



**CLERKENWELL Lighthouse on Dallington Street aims to champion light and showcase the very latest innovations in commercial lighting.**

BDG architecture + design has created a unique digital and immersive environment to best showcase FUTURE Designs as a brand and display its products and capabilities.

Through the use of Virtual Reality (VR) visitors can experience an immersive lighting environment without there being one single light fitting on display, as well as exposure to the latest technology in tunable white light technology. It is intended that this thoughtfully created space will bring together the very latest thinking and technology from the lighting

world and beyond, becoming a hub for forums, events and demonstrations. The technology hub comprises two floors: a ground floor, which can be viewed from Dallington Street and Pardon Street, and the larger below ground working area.

#### TUNABLE WHITE LIGHT

The ground floor space is a controlled light environment offering a full spectrum of lighting colours and colour temperatures. Via a set of 67300 LED's overhead, FUTURE demonstrates how these different lighting elements can dramatically change the look and feel of a space, according to how it needs to function for its users. The unique ceiling creates the possibility to have a unique, total experience of how human-centric lighting can affect the

body's circadian rhythm, as demonstrated in the Light Work Sleep experiment, which took place at the FUTURE Designs space.

#### BACK TO REALITY

The VR experience will allow visitors to experience first hand the different options for lighting space. Once in the VR zone viewers will be able to step into another dimension and experience many lighting scenarios at their finger tips, seamlessly switching from one to the other, experiencing the effect of the colour temperatures possible through FUTURE's product offering. The goal is not just to give the user a more realistic visual representation of the lighting applications, but also the feeling and perception of space.

BDG Architecture + Design commented, "Rather than a department store of light fittings, the space is designed as a sequence of lighting experiences that showcase the company's innovation and capability.

"A bold and unexpected new take on the 'lighting showroom' the space expresses the confidence and expertise FUTURE designs are so well known for and makes an epic introduction to those who are yet to discover them."

[www.futuredesigns.co.uk](http://www.futuredesigns.co.uk)  
[www.bdg-a-d.com](http://www.bdg-a-d.com)