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LIGHTING IN ARCHITECTURE

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Il Makiage New York USA

Zaha Hadid Architects has worked with Light.iQ to create a pavilion for luxury makeup brand Il Makiage in New York.

The pavilion is informed by the label's bold graphic identity, while its structure reinterprets the distinctive motif that wraps around the corner of all Il Makiage packaging.

A sequence of folded black and white structural ribbons generate a powerful rhythm of contrasts along the length of the pavilion. Each of these ribbons is rotated slightly to have a fractionally different relationship to those adjacent to it. The dynamism of this rotation engages perception and invites exploration within, creating a distinctly personal space, owned by each visitor on their path of investigation through the pavilion.

With alternating gloss and matt surfaces – a further reference to Il Makiage's packaging – the structural ribbons interlace to describe a sheltered interior for visitors to experience the collection. "We wanted to create an environment defined by the women celebrated by Il Makiage," said Kar-Hwa Ho, Head of Interiors at Zaha Hadid Architects. "A personal space that's all about her, to select and apply her makeup." Light.iQ's Gerardo Olvera designed a scheme that saw lighting installed below alternate structural ribbons and at the periphery of each mirror, ensuring an accurate evaluation of the many colours, tones and shades within the collection.

The lighting was designed to provide a uniform and soft glow throughout the whole store by seamlessly integrating lighting to the structural ribbons. "We considered a number of concepts and products

and mocked them up to achieve our design intent," explained Olvera. "The final solution comprised LED-ner LED tape that was used to back light an opal diffuser with specific qualities to ensure there were no shadows or dark areas."

The back lighting of the structural elements provides sufficient lighting to the make-up displays and mirrors. There is supplementary lighting in the form of Loupi Lighting spots to the merchandise displays and product shelves, which visually increases the contrast in the product displays and maximises illuminance.

The pavilion is also softly washed from the side (near the window of the store) to reveal the shape and form of the structure after dark. A small theatrical control system using DMX was utilised to dim the lighting to visually comfortable levels, while retaining high levels of illuminance on the merchandise (around 1,200lx).

Olvera continued: "We had to go through an intensive period of tests and mock ups with several colour temperatures ranging from 3000K to 5700K. In the end, the chosen white was the most appropriate for the location of the pavilion (indoors with reduced natural light) and for the illumination of the products and customers trying the cosmetics."

"The final pavilion project in New York's Soho (apart from being the first prototype of several pavilions to be built) is a real success given the complexity of the design, timescales, logistics and architectural design. The lighting truly brings the structure alive, creating a dramatic environment for the display of the cosmetic products whilst providing the most flattering light for make-up with virtually no shadows vertically or horizontally."

