DRA WING LIST

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Lighting in design is just electric current running through a wire, but it also impacts the cognitive current that runs through our brain. The lighting of an environment can completely transform a space, and it can also be used to positively affect and enhance the mood of its visitors. The opportunity of learning the emotional, cognitive impact of lighting on humans can enable us to elevate the experience of those we design for, and aligning this with the circadian rhythm of nature can help foster well-being in the spaces we care about. Using this, we can create an indoor experience that touches upon all of these aspects of using lighting to affect perception and feelings in humans.
PROJECT PARAMETERS

BIG IDEA

The space is used to tell the story of light through an incredibly engaging, theatrical branding experience. Lighting can be used to transform spaces and influence moods using principles of light and aligning it with our body's circadian rhythm. Visitors will experience the power of lighting, what it does to us as humans and how we can use it to enhance our lives— using unique storytelling devices like immersive theatrics and creating interactive moments.
PROJECT PARAMETERS

CONCEPT DIAGRAM

THE BIG BANG

LIGHT UP YOUR LIFE

THE POWER WE HOLD

EXPERIENCE THE MAGIC

INNOVATION AND YOU

THE BIG BANG
- Sunlight
- Galaxy
- Moon
- Waves
- Raya
- Electricity

LIGHT UP YOUR LIFE
- Happy
- Sad
- Sleepiness
- Alert
- Cozy
- Romantic

EXPERIENCE THE MAGIC
- Refraction & Reflection
- The 3 principles
- Hue of light
- Angle and intensity
- Light & Shadow

THE POWER WE HOLD
- Inspiration
- Transformation
- Circadian Rhythm
- Enhance moods
- Illumination
- Wellness

INNOVATION AND YOU
- SMART Lighting
- Human Centric (HCL)
- Chromatherapy
- SAD lamps
- Mood lighting
- Sunset lamps
PROJECT GOALS

- To inspire visitors with impactful and alluring lighting.
- To ignite passion and awareness about the importance of understanding lighting and its effect on our mind and body.

EDUCATION GOALS

- To teach visitors the significance of lighting in our daily lives and how we can leverage that to our advantage for our wellbeing.
- To bring attention to what Philips Hue is doing for the community with their innovations in lighting and how we can make the most of it in our daily lives.

EXPERIENCE GOALS

- To evoke a spark for the subject of lighting using a relatable, interesting and intriguing storytelling device.
- To make visitors feel like they are part of the journey, and immersing them in the knowledge and power of lighting.
PROJECT PARAMETERS

AUDIENCE

PRIMARY  
Ages 24 - 42
Youth, young professionals and consumers.

SECONDARY  
Ages 17 - 23
Gen Z, curious and excited about the experience
**PROJECT PARAMETERS**

**VENUE**

477 Broadway, New York, NY 10013

**SECOND FLOOR:**

- Multi-storey Event Venue
- Open Floor plan
- Ample amount of natural light coming in
- 10,000 sq. ft of open space on each floor
- 14 ft ceilings
- Have held a variety of events, such as product launches, exhibitions, fashion shows, movie and television productions, and photo shoots
- Very compatible with dramatic and interactive lighting elements

**STAFF:**

The Staffing includes six acrobatic dancers who would gradually move along the space with the visitors throughout all sections, two bartenders at The Hue Cocktail Bar in the ‘Innovation and You’ section, and two Philips hue assistants at the product display in the ‘Innovation and You’ section as well.
MISSION AND VISION:

Our purpose is to improve people’s health and well-being through meaningful innovation. At Philips, we are striving to make the world healthier and more sustainable through innovation, with the goal of improving the lives of 3 billion people a year by 2025.

Philips Hue is built to enrich what you love and how you want to live with smart light — and how it does it is unique.
VISUALIZATION

EXTERIOR EXPERIENCE
MODEL

EXTERIOR EXPERIENCE

TANISI GHOSH

PROJECT
LIGHT AND YOU

DRAWN BY
TANISI GHOSH

SITE
SOHO LOFTS, NYC

CLIENT

NOTES
DRAWINGS FOR DESIGN INTENT ONLY

DATE
DEC 06, 2023

SCALE

DRAWING NO.
EX1.10
The introduction of the exhibition nudges the visitors into the world they’re about to enter. With a mirror installation and interactive touch screens, visitors are briefed about the mood of the experience. The windows on the left allow visitors to peek at the dancers performing at the windows, an experience which led them into the space. A dimensional logo of the exhibit welcomes them, with the word ‘YOU’ serving as a reflection into their own relationship with light.
RENDERINGS

INTRO SECTION

WHAT IS YOUR RELATIONSHIP WITH LIGHT LIKE?
The hallway leading visitors into the next key concept area.
THE BIG BANG

This section covers the origin of light. Visitors are introduced to the performers for the first time, and the dancers embody the big bang to deliver a stunning performance. Audio narration accompanies the storytelling with a compelling narrative about light as a phenomena and where it comes from, i.e., the world around us. One of the performers, in the form of ‘light’ that comes out of the big bang, prompts visitors to follow them into the next room.
LIGHT UP YOUR LIFE

This area introduces visitors to the relationship between light and emotions. They are welcomed by a giant glass box in the middle of the room, with dancers around it. Upon entering the box, they find two touch tables—one with the interface of a color wheel to control hue and the other with bars to control brightness and saturation. They can take turns to play around with it, and what they'll see is that their lighting changes affect the music and mood of the performance taking place outside of the box. This is an area to experiment with how lighting temperatures can make you feel.
RENDERINGS
LIGHT UP YOUR LIFE

THE BOX
EXPERIENCE THE RELATIONSHIP BETWEEN LIGHT AND EMOTIONS IN THIS UNIQUE EXPERIMENT.

DATE
DEC 06, 2023

DRAWING NO.
EX1.17
Visitors interacting with the touch tables inside the box.
EXPERIENCE THE MAGIC

This section taps into some properties of light, such as reflection, refraction, light and shadow. Visitors get the opportunity to create their own light installation using light paintings by artist Stephen Knapp, who uses refraction of light to create magnificent artworks. They also watch a shadow dance performance and indulge in an engaging activity that focuses on how light and shadow can completely transform your facial features.
Shadow dance performance.
RENDERINGS

EXPERIENCE THE MAGIC

Create your own Light Art with Stephen Knapp, using refraction of light.
How light and shadow can completely transform your facial features.
THE POWER WE HOLD

The power we hold is an area where the visitors get to apply what they learnt. There are three booths with performers sitting still as models, and the visitors are given instructions to create their own lighting scene in each one of them; putting them in the shoes of lighting designers. They get the opportunity to control which lighting fixtures will be on in each scene, along with setting the color, temperature and brightness to create a holistic picture. While exiting this section, they have one final activity in the form of a quiz where they answer a few pictorial questions to get their ‘lighting personalities’. These personalities represent the three major categories of lighting— ambient luminescence, focal glow and play of brilliants. Depending on the personality type, visitors get either a purple, orange or teal ticket; which they take with them into the final activation.
Visitors create their own lighting scenes.
A quiz to know more about their lighting personalities.
INNOVATION AND YOU

This is the branded section of the exhibit. Here’s where the client Philips Hue comes into play. Visitors are welcomed with a beautiful cocktail bar, where they can redeem their colored tickets for a personalized drink that matches that personality type. After taking their drink, they move on to the grand product display that mimics the external facade with the windows, creating a moment of recollection of the outside experience. Philips Hue staff warmly welcome visitors to test and try different products, with the option to purchase them at one of the self-checkout kiosks or take a product catalog home. Visitors are drawn to the Philips Hue photobooths, where they have the ability to control the lighting and take stunning pictures for their social media or memories, so that this experience can stay with them forever.
The cocktail bar where visitors can redeem their colored tickets to get a personalized cocktail that matches their lighting personality.
Philips Hue product display of all the lights that were used in the production of this experience.
Personalized photo booths.
GRAPHIC EXAMPLES

GRAPHIC TYPE FAMILY

INTRODUCTION GRAPHIC

AREA INTRODUCTION

CONTENT GRAPHIC

DIRECTIVES
Interactive panels that look like ‘windows’ appear on the streets of New York City, with motion censors that change the tint of the glass when someone comes close to it.
SCHEDULES AND LISTS
# GRAPHIC SCHEDULE

<table>
<thead>
<tr>
<th>INTRODUCTION</th>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
<th>AREA INTRO</th>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>01A.01.GR01</td>
<td>H</td>
<td>Mirror Graphic</td>
<td>05A.01.GR01</td>
<td>C</td>
<td>Lightbox graphic</td>
</tr>
<tr>
<td>01A.02.GR01-GR02</td>
<td>E</td>
<td>Touch screen intro panels</td>
<td>06A.01.GR01</td>
<td>C</td>
<td>Lightbox graphic</td>
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<tr>
<td>01A.03.GR01</td>
<td>I</td>
<td>Dimensional Logo graphic</td>
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<table>
<thead>
<tr>
<th>MURALS</th>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
<th>CONTENT GRAPHIC</th>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>01A.04.GR01</td>
<td>A</td>
<td>Dimensional letters mural</td>
<td>02A.01.GR01-GR02</td>
<td>B</td>
<td>Content Panels</td>
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<tr>
<td>01A.05.GR01</td>
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<td>Dimensional letters mural</td>
<td>03A.04.GR01-GR02</td>
<td>B</td>
<td>Content Panels</td>
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<tr>
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<td>04A.03.GR01-GR02</td>
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<td>Content Panels</td>
</tr>
<tr>
<td>01A.07.GR01</td>
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<td>Dimensional letters mural</td>
<td>04A.06.GR01-GR02</td>
<td>B</td>
<td>Content Panels</td>
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<tr>
<td>03A.01.GR01</td>
<td>A</td>
<td>Dimensional letters mural</td>
<td>05A.01.GR01-GR02</td>
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<td>Dimensional letters mural</td>
<td>06A.01.GR01-GR02</td>
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<td>Content Panels</td>
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<tr>
<th>AREA INTRO</th>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
<th>DIRECTIVES</th>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
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<td>02A.02.GR01</td>
<td>C</td>
<td>Lightbox graphic</td>
<td>03A.07.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
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<tr>
<td>03A.03.GR01</td>
<td>C</td>
<td>Lightbox graphic</td>
<td>04A.05.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
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<td>04A.04.GR01</td>
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<td>Lightbox graphic</td>
<td>04A.07.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
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## Graphic Schedule

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<th>Directives</th>
<th>Graphic Type</th>
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<td>05A.03.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
</tr>
<tr>
<td>05A.04.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
</tr>
<tr>
<td>05A.05.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
</tr>
<tr>
<td>05A.07.GR01</td>
<td>D</td>
<td>Lightbox reader rail</td>
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<th>Wayfinding</th>
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<td>02B.01.GR01</td>
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<td>Street graphics</td>
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<td>02B.02.GR01</td>
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<td>Street graphics</td>
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<td>02B.03.GR01</td>
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<td>Street graphics</td>
</tr>
<tr>
<td>02B.04.GR01</td>
<td>F</td>
<td>Street graphics</td>
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<tr>
<td>02B.05.GR01</td>
<td>F</td>
<td>Street graphics</td>
</tr>
<tr>
<td>02B.06.GR01</td>
<td>F</td>
<td>Street graphics</td>
</tr>
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<td>01B.01.GR01-GR02</td>
<td>G</td>
<td>Window panels</td>
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<tr>
<td>01B.02.GR01-GR02</td>
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<td>Window panels</td>
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<tr>
<td>01B.03.GR01-GR02</td>
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<tr>
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<td>Window panels</td>
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<td>03B.01.GR01-GR02</td>
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<td>03B.02.GR01-GR02</td>
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<tr>
<td>03B.03.GR01-GR02</td>
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<td>Window panels</td>
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## GRAPHIC SPECIFICATIONS

<table>
<thead>
<tr>
<th>GRAPHIC TYPE</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>Fabricated dimensional letters with internal light source. Front made of milk acrylic, return to be aluminium.</td>
</tr>
<tr>
<td>B</td>
<td>ACRYLITE® block Clear 0F00 GT with 3M™ Crystal Glass Finishes 7725SE-324, Frosted Crystal. Etch in and fill type. Direct classic Neon bent to shape.</td>
</tr>
<tr>
<td>C</td>
<td>Custom lightbox attached to ceiling with steel cables. 3M™ Crystal Glass Finishes 7725SE-324, Frosted Crystal. Etch in and fill type.</td>
</tr>
<tr>
<td>D</td>
<td>Custom lightbox attached to reader rail with metallic finish. 3M™ Crystal Glass Finishes 7725SE-324, Frosted Crystal. Etch in and fill type.</td>
</tr>
<tr>
<td>E</td>
<td>Digital screens encased in aluminium metallic frame. Direct classic Neon bent to shape.</td>
</tr>
<tr>
<td>F</td>
<td>Mask and painted street graphics using glow-in-the-dark paints.</td>
</tr>
<tr>
<td>G</td>
<td>Aluminium metallic frame with ACRYLITE® Premium FF Purple 4C023 GT panels with frosted finish. Etch in and fill type and graphics. Built in neon strip-light on the inside edges.</td>
</tr>
<tr>
<td>H</td>
<td>CAD cut wall vinyl type, directly applied to front surface.</td>
</tr>
<tr>
<td>I</td>
<td>Fabricated dimensional letters with internal light source. Front made of milk acrylic, return to be aluminium. The word ‘YOU’ coated in reflective film.</td>
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## MATERIAL SCHEDULE

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<tr>
<th>MATERIAL</th>
<th>CODE</th>
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<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>Plywood</td>
<td>PW001</td>
<td>All sections</td>
<td>Vertical Wall substrate, painted matte white.</td>
</tr>
<tr>
<td></td>
<td>PW002</td>
<td>01A, 03A, 05A, 06A</td>
<td>Vertical wall substrate, painted black with light lustre finish.</td>
</tr>
<tr>
<td></td>
<td>PW003</td>
<td>05A</td>
<td>Vertical Wall Substrate, painted black on the outside and white on the inside.</td>
</tr>
<tr>
<td>Acrylic</td>
<td>AC001</td>
<td>01A, 03A, 04A</td>
<td>Clear Acrylic with 3M™ FASARA™ Cloud (SH2FGCL) finish.</td>
</tr>
<tr>
<td></td>
<td>AC002</td>
<td>03A</td>
<td>Clear Acrylic with 3M™ FASARA™ Cross Hairline Sucre (SH2CHSC) finish.</td>
</tr>
<tr>
<td>Aluminium</td>
<td>AL001</td>
<td>03A, 04A</td>
<td>Custom Molded Aluminium metal rods for framework.</td>
</tr>
<tr>
<td>Vinyl</td>
<td>VL001</td>
<td>All sections</td>
<td>Soundlock Mass Loaded Floor Vinyl in lustrous black.</td>
</tr>
<tr>
<td></td>
<td>VL002</td>
<td>All sections</td>
<td>Roppe Vinyl Black.</td>
</tr>
<tr>
<td>Fabric</td>
<td>FB001</td>
<td>04A</td>
<td>Natural cotton scrim fabric.</td>
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# LIGHTING SCHEDULE

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<tbody>
<tr>
<td>FT01</td>
<td></td>
<td>All sections</td>
<td>Hue White and color ambiance Downlight 5/6 inch</td>
<td>70</td>
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<tr>
<td>FT02</td>
<td></td>
<td>01A, 02A, 05A, 06A</td>
<td>Hue White and color ambiance Signe gradient floor lamp</td>
<td>15</td>
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<tr>
<td>FT03</td>
<td></td>
<td>All sections</td>
<td>Hue White and color ambiance Lily Outdoor spot light</td>
<td>100</td>
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<tr>
<td>FT04</td>
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<td>02A, 05A, 06A</td>
<td>Bundle: Play light bar (Black) + extension</td>
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<td>FT05</td>
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<td>02A, 03A, 05A, 06A</td>
<td>Hue White and color ambiance BR30 - E26 smart bulb</td>
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<tr>
<td>FT06</td>
<td></td>
<td>All sections</td>
<td>Hue White and color ambiance Play gradient lightstrip 75 inch</td>
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<tr>
<td>FT07</td>
<td></td>
<td>02A, 05A, 06A</td>
<td>Hue White and color ambiance Appear Outdoor wall light</td>
<td>7</td>
</tr>
</tbody>
</table>
# LIGHTING SPECIFICATIONS

## Specifications

### Design and Finishing
- Color: Matte
- Material: Metal

### Extra Feature/Accessory incl.:
- Dimmable with the app and switch: Yes
- LED socket adapter: Yes
- ULPC listed: Yes
- Geopolitical: Yes

### Miscellaneous
- Essentials designed for: Functional, Living, & Bedroom
- Shape: Recessed
- Type: Downlight
- Reflector: Yes

### Product dimensions and weight
- Net weight: 0.510 lb
- Raw product size: 2.9 in
- Length: 7.1 inch
- Width: 2.8 inch

### Service
- Warranty: 2 years

### Technical specifications
- Lifetime: 30,000 hours
- Minimum recommended wattage: 1,100 W
- Lumen output: 1,100 W
- Light source equivalent to traditional bulb: 60 W
- Total lumen output: 1,100 lm
- Bulb technology: LED, 120 V

### Design and finishing
- Color: White
- Material: Aluminum

### Extra Feature/Accessory incl.:
- Dimmable with the app and switch: No
- LED socket adapter: No
- Geopolitical: Yes
- Reflector: Yes

### Light characteristics
- Color rendering index (CRI): 95

### Miscellaneous
- Essentials designed for: Living, & Bedroom
- Shape: Plug-in lamp

### Product dimensions and weight
- Net weight: 0.47 lb
- Cable length: 2 m
- Height: 2.9 inch
- Width: 4.5 inch

### Service
- Warranty: 2 years

### Technical specifications
- Lumens output at: 4000K
- 23.58 W
- 360 lumens output at: 4000K, 605 lumens output at: 4000K
- Bulb technology: LED, 24 V
# LIGHTING SPECIFICATIONS

### Specifications

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
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<tr>
<td><strong>Design and finishing</strong></td>
<td>Color: Black</td>
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<td></td>
<td>Material: aluminium</td>
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<tr>
<td><strong>Extra feature/accessory (incl)</strong></td>
<td>Dimmable with Hue app and switch: Yes</td>
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<td><strong>Light characteristics</strong></td>
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<td><strong>Miscellaneous</strong></td>
<td>Design: denoted for Living &amp; Dining</td>
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<td></td>
<td>Type: Spot Light</td>
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<tr>
<td><strong>Product dimensions and weight</strong></td>
<td>Net weight: 7 lbs</td>
</tr>
<tr>
<td></td>
<td>Color length: 8.95 m</td>
</tr>
<tr>
<td></td>
<td>Height: 7.9 inch</td>
</tr>
<tr>
<td></td>
<td>Length: 3.37 inch</td>
</tr>
<tr>
<td></td>
<td>Weight: 2.8 lbs</td>
</tr>
<tr>
<td><strong>Service</strong></td>
<td>Warranty: 2 years</td>
</tr>
<tr>
<td><strong>Technical specifications</strong></td>
<td>Lumen output at 1000K: 1750 lm</td>
</tr>
<tr>
<td></td>
<td>Lumen output at 2000K: 3500 lm</td>
</tr>
<tr>
<td></td>
<td>Lifetime: 25,000 hours</td>
</tr>
<tr>
<td></td>
<td>CRI: 90</td>
</tr>
<tr>
<td></td>
<td>Max Power: Range 120V - 240V / 50-60 Hz</td>
</tr>
<tr>
<td></td>
<td>LED: Yes</td>
</tr>
<tr>
<td></td>
<td>Built-in LED: Yes</td>
</tr>
<tr>
<td></td>
<td>Number of bulbs: 3</td>
</tr>
</tbody>
</table>

### Specifications

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design and finishing</strong></td>
<td>Color: Black</td>
</tr>
<tr>
<td></td>
<td>Material: aluminium</td>
</tr>
<tr>
<td><strong>Extra feature/accessory (incl)</strong></td>
<td>Battery included: No</td>
</tr>
<tr>
<td></td>
<td>Dimmable with Hue app and switch: Yes</td>
</tr>
<tr>
<td></td>
<td>Power adapter included: Yes</td>
</tr>
<tr>
<td></td>
<td>UK plug included: No</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td>Especially designed for Living &amp; Dining</td>
</tr>
<tr>
<td></td>
<td>Scope: Expansive</td>
</tr>
<tr>
<td></td>
<td>Type: Fog Light</td>
</tr>
<tr>
<td></td>
<td>LumiComfort: Yes</td>
</tr>
<tr>
<td><strong>Product dimensions and weight</strong></td>
<td>Net weight: 5 lbs</td>
</tr>
<tr>
<td></td>
<td>Color length: 9.99 m</td>
</tr>
<tr>
<td></td>
<td>Height: 5.3 inch</td>
</tr>
<tr>
<td></td>
<td>Length: 39.6 inch</td>
</tr>
<tr>
<td></td>
<td>Weight: 3 lbs</td>
</tr>
<tr>
<td><strong>Service</strong></td>
<td>Warranty: 2 years</td>
</tr>
<tr>
<td><strong>Technical specifications</strong></td>
<td>Lumen output at 1000K: 500 lm</td>
</tr>
<tr>
<td></td>
<td>Lifetime: 50,000 hours</td>
</tr>
<tr>
<td></td>
<td>CRI: 90</td>
</tr>
<tr>
<td></td>
<td>Max Power: Range 120V - 240V / 50-60 Hz</td>
</tr>
<tr>
<td></td>
<td>LED: Yes</td>
</tr>
<tr>
<td></td>
<td>Built-in LED: Yes</td>
</tr>
<tr>
<td></td>
<td>Number of bulbs: 3</td>
</tr>
</tbody>
</table>
## LIGHTING SPECIFICATIONS

### FT05

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulb dimensions</td>
<td>Dimensions (WxHxD): 1.293 x 8.8 x 8.8 mm</td>
</tr>
<tr>
<td>Environment</td>
<td>Operational humidity: 80% RH ± 10% (non-condensing)</td>
</tr>
<tr>
<td></td>
<td>Operational temperature: 10°C to 40°C</td>
</tr>
<tr>
<td>Extra feature/Accessory incl.</td>
<td>Dimmable with remote app and switch: Yes</td>
</tr>
<tr>
<td>Guarantee</td>
<td>3 years</td>
</tr>
<tr>
<td>Light characteristics</td>
<td>Color rendering index (CRI): 85</td>
</tr>
<tr>
<td>Packaging Information</td>
<td>Case: 12075KNO</td>
</tr>
<tr>
<td>Power consumption</td>
<td>Energy Star certified: Yes</td>
</tr>
<tr>
<td>Service</td>
<td>Automatically: 3 years</td>
</tr>
<tr>
<td>Technical specifications</td>
<td>Lumen output @ 4000K: 1.293 lm</td>
</tr>
<tr>
<td></td>
<td>Lumen output @ bulb included: 1.293 lm</td>
</tr>
<tr>
<td></td>
<td>Weight: 170 g</td>
</tr>
<tr>
<td></td>
<td>Bulb technology: LED</td>
</tr>
<tr>
<td>The bulb</td>
<td>Brightness: 1.293</td>
</tr>
<tr>
<td></td>
<td>Color temperature: 2000K–6000K – 16 million colors</td>
</tr>
<tr>
<td></td>
<td>Diameter: 84 mm</td>
</tr>
</tbody>
</table>

### FT06

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and finishing</td>
<td>Color: Black</td>
</tr>
<tr>
<td></td>
<td>Material: White</td>
</tr>
<tr>
<td>Environment</td>
<td>Operational humidity: 80% RH ± 10% (non-condensing)</td>
</tr>
<tr>
<td></td>
<td>Operational temperature: 10°C to 40°C</td>
</tr>
<tr>
<td>Extra feature/Accessory incl.</td>
<td>Color changing (DC): Yes</td>
</tr>
<tr>
<td></td>
<td>Effects light effects: Yes</td>
</tr>
<tr>
<td></td>
<td>Remote control: Yes</td>
</tr>
<tr>
<td></td>
<td>LED integrated: Yes</td>
</tr>
<tr>
<td>Guarantee</td>
<td>2 years</td>
</tr>
<tr>
<td>Light characteristics</td>
<td>Color rendering index (CRI): &gt;80</td>
</tr>
<tr>
<td>Light source</td>
<td>Color temperature: 2700K ± 200 K</td>
</tr>
<tr>
<td></td>
<td>CRI index: No</td>
</tr>
<tr>
<td></td>
<td>Dimmable: No</td>
</tr>
<tr>
<td></td>
<td>Input voltage range: 120V–240V</td>
</tr>
<tr>
<td></td>
<td>Lifespan: 35,000 hours</td>
</tr>
<tr>
<td></td>
<td>Max. stand-by power: 0.5 W</td>
</tr>
<tr>
<td></td>
<td>Multiple output: 24 W</td>
</tr>
<tr>
<td></td>
<td>Weight: 0.77 lbs</td>
</tr>
<tr>
<td></td>
<td>Length: 90 mm</td>
</tr>
<tr>
<td></td>
<td>Weight: 0.47 lbs</td>
</tr>
</tbody>
</table>

### Miscellaneous

| Type                          | Light strip |
## LIGHTING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Design and Finishing</strong></td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td>Black</td>
</tr>
<tr>
<td>Material</td>
<td>Metal</td>
</tr>
<tr>
<td><strong>Extra feature/accessory incl</strong></td>
<td></td>
</tr>
<tr>
<td>Be spherical light fixture</td>
<td>Yes</td>
</tr>
<tr>
<td>Dimmable with hue app control</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Light characteristics</strong></td>
<td></td>
</tr>
<tr>
<td>Color-rendering index (CRI)</td>
<td>80</td>
</tr>
<tr>
<td><strong>Miscellaneous</strong></td>
<td></td>
</tr>
<tr>
<td>Exclusively designed for</td>
<td>General Use</td>
</tr>
<tr>
<td>Type</td>
<td>Track Light</td>
</tr>
<tr>
<td><strong>Product dimensions and weight</strong></td>
<td></td>
</tr>
<tr>
<td>Height</td>
<td>5.4&quot; inch</td>
</tr>
<tr>
<td>Length</td>
<td>4.5&quot; inch</td>
</tr>
<tr>
<td>Width</td>
<td>2.4&quot; inch</td>
</tr>
<tr>
<td><strong>Service</strong></td>
<td></td>
</tr>
<tr>
<td>Warranty</td>
<td>2 years</td>
</tr>
<tr>
<td><strong>Technical specifications</strong></td>
<td></td>
</tr>
<tr>
<td>Lumens output at 120V</td>
<td>190 lumens</td>
</tr>
<tr>
<td>Lifetime up to</td>
<td>25,000 hours</td>
</tr>
<tr>
<td>Light color</td>
<td>2000K-6500K Daylight White Color Temperature</td>
</tr>
<tr>
<td>Rated power</td>
<td>Range: 50W-120W, 120V-240V</td>
</tr>
<tr>
<td>LED</td>
<td>Yes</td>
</tr>
<tr>
<td>Built in LED</td>
<td>Yes</td>
</tr>
<tr>
<td>Number of switchable</td>
<td>2</td>
</tr>
<tr>
<td>Dimmer switch included</td>
<td>Yes</td>
</tr>
<tr>
<td>Maximum allowable replacement bulb</td>
<td>30W</td>
</tr>
</tbody>
</table>

---

**TANISI GHOSH**

**DATE**

*DEC 06, 2023*

**DRAWINGS FOR DESIGN INTENT ONLY**

**SOHO LOFTS, NYC**

**PHILIPS hue**

**NOTES**

**PROJECT**

LIGHT AND YOU

**SITE**

**CLIENT**

**DRAWING NO.**

EX2.09
<table>
<thead>
<tr>
<th>CODE</th>
<th>TYPE</th>
<th>MANUFACTURER</th>
<th>DESCRIPTION</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>AV1</td>
<td>Interactive touch screen</td>
<td>Planar</td>
<td>DirectLight Pro Series custom video wall</td>
<td>01A</td>
</tr>
<tr>
<td>AV2</td>
<td>Interactive touch table</td>
<td>Visual Comet</td>
<td>Interactive Round Touch Table</td>
<td>03A</td>
</tr>
<tr>
<td>AV3</td>
<td>Interactive touch table</td>
<td>Visual Comet</td>
<td>Interactive Round Touch Table</td>
<td>03A</td>
</tr>
<tr>
<td>AV4</td>
<td>Interactive Digital kiosks</td>
<td>Ideum</td>
<td>Ideum Drafting II multitouch table</td>
<td>05A</td>
</tr>
<tr>
<td>AV5</td>
<td>Interactive Digital kiosks</td>
<td>Ideum</td>
<td>Ideum Drafting II multitouch table</td>
<td>05A</td>
</tr>
<tr>
<td>AV6</td>
<td>Interactive Digital kiosks</td>
<td>Ideum</td>
<td>Ideum Drafting II multitouch table</td>
<td>05A</td>
</tr>
<tr>
<td>AV7</td>
<td>Interactive touch screen</td>
<td>Planar</td>
<td>DirectLight Pro Series custom video wall</td>
<td>05A</td>
</tr>
<tr>
<td>AV8</td>
<td>Interactive touch screen</td>
<td>Planar</td>
<td>Planar UltraRes L Series</td>
<td>05A</td>
</tr>
<tr>
<td>AV9</td>
<td>Digital media display</td>
<td>Planar</td>
<td>DirectLight Pro Series custom video wall</td>
<td>05A</td>
</tr>
</tbody>
</table>
## FURNITURE SCHEDULE

<table>
<thead>
<tr>
<th>CODE</th>
<th>TYPE</th>
<th>MANUFACTURER/RENTAL</th>
<th>DESCRIPTION</th>
<th>LOCATION</th>
<th>IMAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FU1</td>
<td>Mirror</td>
<td>Wayfair</td>
<td>Gold Stepanie Rectangle Metal Mirror</td>
<td>01A</td>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td>FU2</td>
<td>Barstools</td>
<td>Taylor creative inc.</td>
<td>Flex barstool black black velvet and chrome barstool</td>
<td>04A, 06A</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>FU3</td>
<td>Side table</td>
<td>Taylor creative inc.</td>
<td>Gehry cube white the modern gehry twist cube</td>
<td>05A</td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
<tr>
<td>FU4</td>
<td>Side table</td>
<td>Cort events</td>
<td>Beech “wood look” end table for both indoor and outdoor events</td>
<td>05A</td>
<td><img src="image4.png" alt="Image" /></td>
</tr>
<tr>
<td>FU5</td>
<td>Side table</td>
<td>Ikea</td>
<td>HEMNES Nightstand, white stain</td>
<td>05A</td>
<td><img src="image5.png" alt="Image" /></td>
</tr>
<tr>
<td>FU6</td>
<td>Interactive Digital kiosks</td>
<td>Taylor creative inc.</td>
<td>Hudson bench black simple modern black faux leather bench</td>
<td>06A</td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
</tbody>
</table>
DIMENSION PLAN

1/16" = 1'-0"

TANISI GHOSH

CLIENT

PROJECT

DRAWN BY

SITE

DATE

SCALE

DRAWING NO.

NOTES

SOHO LOFTS, NYC

DEC 06, 2023

1/16" = 1'-0"

EX3.03

R12'-11"

03A

05A

04A

02A

01A

06A

01A

06A

02A

05A

04A

03A

Dimension Plan

1/16" = 1'-0"
POWER AND MEDIA PLAN

AV1
AV8
AV8
AV8
AV3
AV2
AV8
AV8
AV8
AV8
AV9
AV1
AV1
AV6
AV5
AV4
AV7
AV8
AV8
01A
02A
03A
04A
05A
06A

1/16" = 1'-0"
COLOR PALETTE

PRIMARY

R:245 G:143 B:8
R:167 G:169 B:162
R:153 G:44 B:150
R:0 G:167 B:188
R:245 G:143 B:8

EXTENDED FAMILY

R:153 G:44 B:150
R:0 G:167 B:188
R:245 G:143 B:8

SECONDARY

R:233 G:40 B:35
R:124 G:189 B:42
R:11 G:94 B:215

PHILIPS BRAND COLORS

Color – specifications

PHILIPS hue

The Philips hue is based on Pantone XTX. There are different color specifications for applications in signs, on screens, and in other reproduction methods and materials. Each is described in the palette.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
GRAPHIC LOOK AND FEEL

LIGHT AND YOU
AN INTERACTIVE THEATRICAL EXPERIENCE

KEYWORDS: EVOCATIVE, MINIMAL, DRAMATIC, LIGHT AND SHADOW, SILHOUETTES, HUES.

Source: digicult.it
Source: designboom.com
Source: urbantaster.wordpress.com
Source: Andy Bushan
Source: tflickr.com
Source: tawbox.com
COLLATERAL ITEMS

PHOTOBOOTH PRINTS

STICKY NOTES

PRODUCT CATALOG
AN INTERACTIVE THEATRICAL EXPERIENCE

JANUARY 25 – MARCH 20, 2024
477 BROADWAY, NEW YORK, NY
POSTER APPLICATION

BUS STOP AD

SUBWAY AD

BANNERS IN SOHO
INTRODUCTION GRAPHIC

1. Elevation 01A.01.GR01
   1/2” = 1'-0"

2. Side Elevation 01A.01.GR01
   1/2” = 1'-0"

3. Plan 01A.01.GR01
   1/2” = 1'-0"

EX4.08

DATE
DEC 06, 2023

SCALE
1/2” = 1'-0"

DRAWING NO.
GRAPHIC TYPE
INTRODUCTION GRAPHIC

1. Elevation 01A.02.GR01-GR02
   3/8" = 1'-0"

2. Side Elevation 01A.02.GR01-GR02
   3/8" = 1'-0"

3. Plan 01A.02.GR01-GR02
   3/8" = 1'-0"
1. LIGHT YOU
   TOUCH ANYWHERE

2. LIGHT YOU
   ARE YOU READY?
   TOUCH ANYWHERE

3. LIGHT YOU
   TO EXPERIENCE LIGHT LIKE NEVER BEFORE

4. LIGHT YOU
   BUT YOU MUST REMEMBER
   TOUCH ANYWHERE

5. LIGHT YOU
   THE POWER IS IN YOUR HANDS

6. LIGHT YOU
   LIGHT AND YOU
GRAPHIC TYPE
AREA INTRODUCTION THE BIG BANG

1. Elevation 02A.02.GR01
   3/8" = 1'-0"

2. Side Elevation 02A.02.GR01
   3/8" = 1'-0"

3. Plan 02A.02.GR01
   3/8" = 1'-0"
Dr. Tanisi Ghosh

PROJECT
LIGHT UP YOUR LIFE

DRAWN BY
TANISI GHOSH

SITE
SOHO LOFTS, NYC

CLIENT

NOTES
DRAWINGS FOR DESIGN INTENT ONLY

KEY PLAN

DRAWING CONTENT GRAPHICS

DATE
DEC 06, 2023

SCALE
3/8" = 1'-0"

DRAWING NO.
EX4.12
DIRECTIVES EXPERIENCE THE MAGIC

1. Elevation 05A.03.GR01
   3/4" = 1'-0"

2. Side Elevation 05A.03.GR01
   3/4" = 1'-0"

3. Plan 05A.03.GR01
   3/4" = 1'-0"
**GRAPHIC TYPE**

**WAYFINDING GRAPHIC**

---

1. **Top View Street Level**  
   02B.01.GR01  
   1/64" = 1'-0"  
   6'  
   2'  
   
   THE LIGHT AND YOU SHOW. 7 P.M. 477 BROADWAY, NEW YORK.  
   POWERED BY PHILIPS HUE

2. **Street Graphic Detail**  
   02B.01.GR01  
   3/4" = 1'-0"  
   2'
OVERVIEW

TANISI GHOSH

DATE
DEC 06, 2023

NOTES
DRAWINGS FOR DESIGN INTENT ONLY

KEY PLAN

DRAWING
EX5.01

PROJECT
LIGHT AND YOU

SITE
SOHO LOFTS, NYC

CLIENT
PHILIPS hue

DRAWN BY
TANISI GHOSH

LIGHT UP YOUR LIFE

OVERVIEW

THE BOX

EXPERIENCE THE RELATIONSHIP BETWEEN LIGHT AND EMOTIONS IN THIS UNIQUE EXPERIMENT.
LIGHT UP YOUR LIFE
AREA DETAIL PLAN

1/8" = 1'-0"

EX5.02

DATE
DEC 06, 2023

SCALE
1/8" = 1'-0"

DRAWING NO.
EX5.02
LIGHT UP YOUR LIFE

REFLECTED CEILING PLAN

1 Reflected Ceiling Plan 1/8" = 1'-0"
LIGHT UP YOUR LIFE

ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

PW002

03A.03.GR01

DEC 06, 2023

1/4" = 1'-0"

EX5.04
LIGHT UP YOUR LIFE

ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

PW001
1 Elevation
1/4" = 1'-0"

2 Side Elevation
1/4" = 1'-0"

PW002

13'-11"
5'

14'
5"
LIGHT UP YOUR LIFE
ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

SITE
SOHO LOFTS, NYC

CLIENT
TANISI GHOSH

DATE
DEC 06, 2023

SCALE
1/4" = 1'-0"

DRAWING NO.
EX5.08

NOTES
DRAWINGS FOR DESIGN INTENT ONLY
LIGHT UP YOUR LIFE
ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

PW001

14'-1"

14'

2"
LIGHT UP YOUR LIFE
ELEVATION AND DETAILS

1. Elevation
1/8" = 1'-0"

2. Side Elevation
1/8" = 1'-0"
THE POWER WE HOLD

OVERVIEW
THE POWER WE HOLD

AREA DETAIL PLAN

1/8" = 1'-0"

1 Area Detail Plan

EX5.13 DRAWING NO.

DATE
DEC 06, 2023

SCALE
1/8" = 1'-0"

SOHO LOFTS, NYC

CLIENT

TANISI GHOSH

PROJECT
LIGHT AND YOU

SITE

NOTES
DRAWINGS FOR DESIGN INTENT ONLY

KEY PLAN
EX5.15
EX5.16
EX5.17
EX5.18
EX5.19
EX5.20
EX5.21
EX5.22
THE POWER WE HOLD

REFLECTED CEILING PLAN

Reflected Ceiling Plan
1/8" = 1'-0"
THE POWER WE HOLD

ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

Drawing No.
EX5.15

Scale
1/4" = 1'-0"
THE POWER WE HOLD

ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"
1. Elevation
   1/8" = 1'-0"

2. Side Elevation
   1/8" = 1'-0"
THE POWER WE HOLD

ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

PW002

SOHO LOFTS, NYC

DATE
DEC 06, 2023

SCALE
1/4" = 1'-0"

DRAWING NO.
EX5.18
THE POWER WE HOLD

ELEVATION AND DETAILS

1. Elevation
   1/8" = 1'-0"

2. Side Elevation
   1/8" = 1'-0"

SOHO LOFTS, NYC

SCALE
1/8" = 1'-0"

DATE
DEC 06, 2023

DRAWING NO.
EX5.19
ELEVATION AND DETAILS

1. Elevation
   1/8" = 1'-0"

2. Side Elevation
   1/8" = 1'-0"
THE POWER WE HOLD
ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

PW002 05A.07.GRO1

7'-6"
14'

++5"
14'
THE POWER WE HOLD

ELEVATION AND DETAILS

1. Elevation
   1/4" = 1'-0"

2. Side Elevation
   1/4" = 1'-0"

AV8 AV8 AV8 PW002

12'-1"

5"

12'-1"

14"

14"

PW002
THE POWER WE HOLD
ART DIRECTION FOR DIGITAL ELEMENTS

FIND OUT YOUR LIGHTING PERSONALITY
TAP TO BEGIN

PICK A LIGHTING SETTING
- Gradient
- Dynamic
- Effects
- Surround lighting

PICK A MOOD
- Gaming room
- Bedroom
- Bathroom
- Kitchen

PICK A PURPOSE
- Set the mood
- Immerses yourself
- Feel safer
- Feel better

YOU'RE A FOCAL GLOW
The focal glow refers to when accentuated lighting is used to focus on certain objects in the room, making them the point of focus.
This Design Development Package was created
By Tanisi Ghosh

In partial fulfillment of the requirements for the degree of
MASTER OF ARTS IN EXHIBITION AND EXPERIENCE DESIGN

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