



Sky's the limit

David Atkinson Lighting Design (DALD) has completed the lighting scheme for the iconic SKY store at Westfield, White City, London.

With lighting playing such an important part in the overall concept, DALD was brought into the project at a very early stage.

The Sky design team's brief to DALD was for the lighting to create a dynamic, energy enhancing scheme within an area of Westfield that has high ambient levels of both natural and artificial light.

The main structure consists of eight large fins, which support glass panels, and have a graduated, printed dot manifestation applied to the glass. Set in the fins, high output RGBA LED strips with a heat sink edge illuminate the glass dot

Sky Retail's new outlet at Westfield shopping centre presented plenty of lighting challenges

manifestation. The LED strips are controlled over a series of DMX channels, which allow for varying hues to be applied to the glass.

Two internally illuminated Sky logos are positioned centrally at the top of the structure on each elevation. The logos are pre-programmed to run Sky's spectrum sequence.

To help accentuate the form of the structure, and tie the elements of the fins, glass and logo together, cool white LED strips are recessed behind a narrow opal diffuser within each vertical fin edge.

Positioned centrally, a demonstration unit is used as a

promotion point for the various products on offer. To help offset the variety of products, and keep continuity between the glass fins, a low strip of glass with a graduated dot manifestation is edge-lit from below, via a series of RGBA LED strips. The base of the unit is fitted with an RGBA LED strip set within a shadow gap, with a diffuser to add a soft glow of colour around the base.

Positioned on either side of the store, two 'Sky Attract' pillars house HD 3D screens and products, which are underlit by edge illuminated LED panels fitted with an opal top for soft illumination. As with the 'Sky Go'

unit, the base of the pillars is lit with RGBA strips.

The control of all the lighting is via a Pharos control system, pre-programmed by the lighting management team at Lighting Assist, with various scenes, which include the graduating Sky spectrum. The system is linked to a light sensor to allow for adjustment of the lighting levels according to ambient lighting conditions.

Future proofing is built into the design with remote access to the control system via the Internet for additional uploading of programs and sequences.

The integration of lighting within the Sky Iconic store helps to give a sharp, clean, dynamic quality to the space, which creates good contrast within the Westfield site.



CONTACT

DALD www.dald.co.uk
Lighting Assist www.lightingassist.co.uk