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SNEAKEROLOGY HONORED WITH IALD AWARD OF MERIT
LIGHTING DESIGN BY ELECTROLIGHT

PHILADELPHIA, PA USA, 24 APRIL 2013 | Ten award winners representing architectural lighting design projects from nine countries—the most diverse group of projects in recent memory—comprise the winners of the 30th Annual International Association of Lighting Designers (IALD) International Lighting Design Awards, recognized at a presentation held 24 April at the Crystal Tea Room in Philadelphia, PA USA. Of the ten projects recognized, one entry earned a Special Citation, six earned Awards of Merit and three earned Awards of Excellence.

Sneakerology is a boutique retail outlet in the newly refurbished Westfield Sydney Complex, located in central Sydney. It is a space of rare, exclusive and limited-edition footwear presented as a museum-style installation and navigated by touch screens. The project architects created a bespoke shoe-box display system to display the shoes and commissioned the lighting team from Electrolight to design a special lighting system to match.

“The designer replicated a single eye-catching detail throughout the space,” one IALD judge commented. “It is probably the best retail lighting design I’ve ever seen without a single light in the ceiling.”

The wall boxes housing the sneakers act as both the display case in the store and the façade that faces into the mall. The boxes are illuminated using long-life florescent lamps, which are low wattage, exceeding BCA requirements.

The International Association of Lighting Designers (IALD), established in 1969, is an international organization supporting a network of 800 lighting design professionals who satisfy its rigorous qualification process. Its members are distinguished by a unique blend of aesthetic and technical expertise, and operate at the highest level of integrity to create a better world through leadership and excellence in lighting design; to cultivate the universal acknowledgement and appreciation of the Power of Light in human life.

30TH ANNUAL INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS AWARDS PROJECT CREDITS

SNEAKEROLOGY
SYDNEY, AUSTRALIA

LIGHTING DESIGN
PAUL BEALE, IALD
JESS PERRY
ELECTROLIGHT

ADDITIONAL CREDITS
ARCHITECTURE
FACET STUDIO

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