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LONDON’S OXFORD STREET ESTATE RECEIVES IALD AWARD OF MERIT
LIGHTING DESIGN BY LIGHTING DESIGN INTERNATIONAL TRANSFORMS ELEGANT CITY BLOCK

CHICAGO, IL USA, 9 MAY | Luminaries of the lighting profession gathered at Chicago’s trendy Revel Fulton Market on 9 May to honor the winners of the 35th Annual International Association of Lighting Designers (IALD) International Lighting Design Awards. Seventeen projects from eleven countries were on display – including interiors, workspaces, museums, hospitality sites, and a place of worship. This year’s winners represent some of the most innovative and inspiring work found anywhere in the world of architectural lighting design.

The design of the Oxford Street Estate in London, with lighting design by Lighting Design International, took home an Award of Merit, accepted in person by Graham Rollins on behalf of the LDI design team.

Occupying 86m of Oxford Street façade, this project’s lighting design unifies the block of buildings, attracting higher end retailers and giving the development presence and charisma on one of the busiest shopping streets in London.

Through close interaction with the architect, a full set of details explained the exact mounting location, offset from the façade. Regular site reviews allowed cable routes, driver locations, and junction boxes to be kept discreet, concealed from street view, and minimal in quantity. The impressive nighttime image of the façade is achieved without detracting from the building’s charm and architectural beauty during the day.

The lighter stone building, with dark stone columns, is lit with 3000K fittings to preserve the lighter finish and to ensure the light stone is not given an unnatural tone from the warm 2700K lighting used on the majority of the development. This change in color temperature also intentionally makes the light stone building a feature within the estate as a whole. Fittings were all selected for their precise optical performance, and all fittings were equipped with glare snoots and louvers where necessary.

Red brick vertical features are picked out by 10° fittings in 2700K, enhancing the warm tone of the red brick. The rhythm of narrow beam uplighting was carefully planned to ensure the right amount of shadow and highlight, ensuring the form of the building was expressed from all viewing positions without over-lighting the features and losing contrast. Window reveals and wider features are lit with spread 12 x 40 fittings, and horizontal lighting is provided by linear lighting to link and unify the verticals. High level stone balustrades, gables and pediments are lit with narrow beam linear grazer fittings, to cap off the building with further horizontal feature lighting.

Automatic switching reduces the light quantity late at night and brings lighting on at the correct time. The system has an astronomical clock to bring the lighting on in relation to dusk, and a luminance sensor to act as a failsafe, bringing the lighting on if the daylight levels drop too low.

One judge called the estate “a dramatic, painterly lighting scheme,” adding that it “creates an iconic lighting signature for the neighborhood.”
The IALD Lighting Design Awards program, established in 1983, honors lighting projects that display high aesthetic achievement backed by technical expertise. A panel of award-winning lighting designers, architects and interior designers review the projects in a three-day, anonymous review process. Full information about the judging process can be found in the 35th Annual IALD Awards Call for Entries.

For complete details and high resolution photos of this year’s award-winning projects, visit iald.org/awards.

The International Association of Lighting Designers (IALD), established in 1969, is an international organization supporting a network of more than 1,400 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.

END OF ITEM

35TH ANNUAL INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS AWARDS PROJECT CREDITS

AWARD OF MERIT
Oxford Street Estate
London, England UK

LIGHTING DESIGN
Graham Rollins
Alex Bittiner
Lighting Design International

Nathan Gummow
Formerly Lighting Design International

ADDITIONAL CREDITS
Architecture
ESA

Client
Tribeca Holdings

Project Management
JLL

Electrical Engineering
EEP

Main Contractor
ISG

Electrician
M&W Woolstons Electrics Ltd

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