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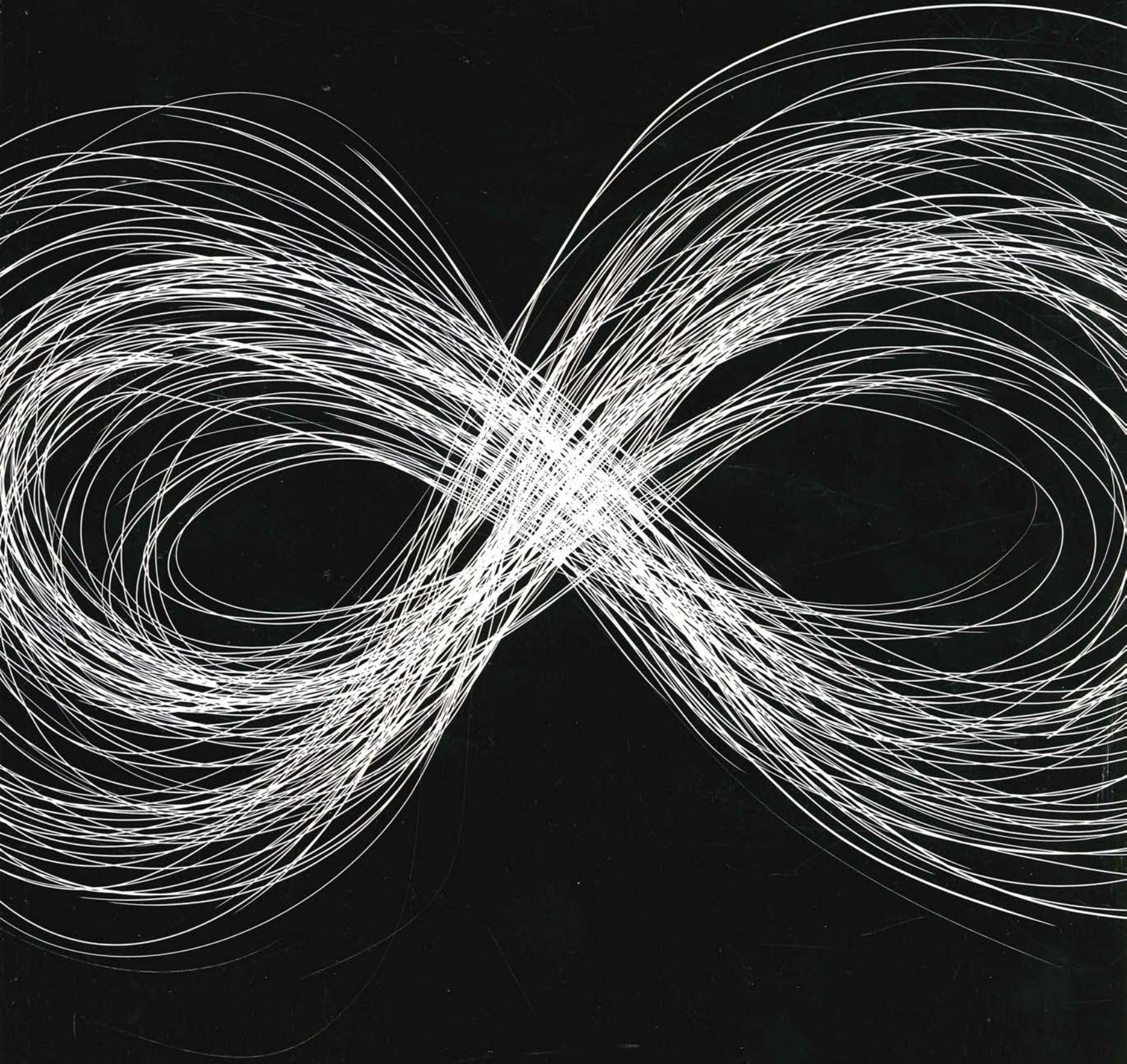
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THE MAGAZINE FOR DESIGNERS WITH LIGHT

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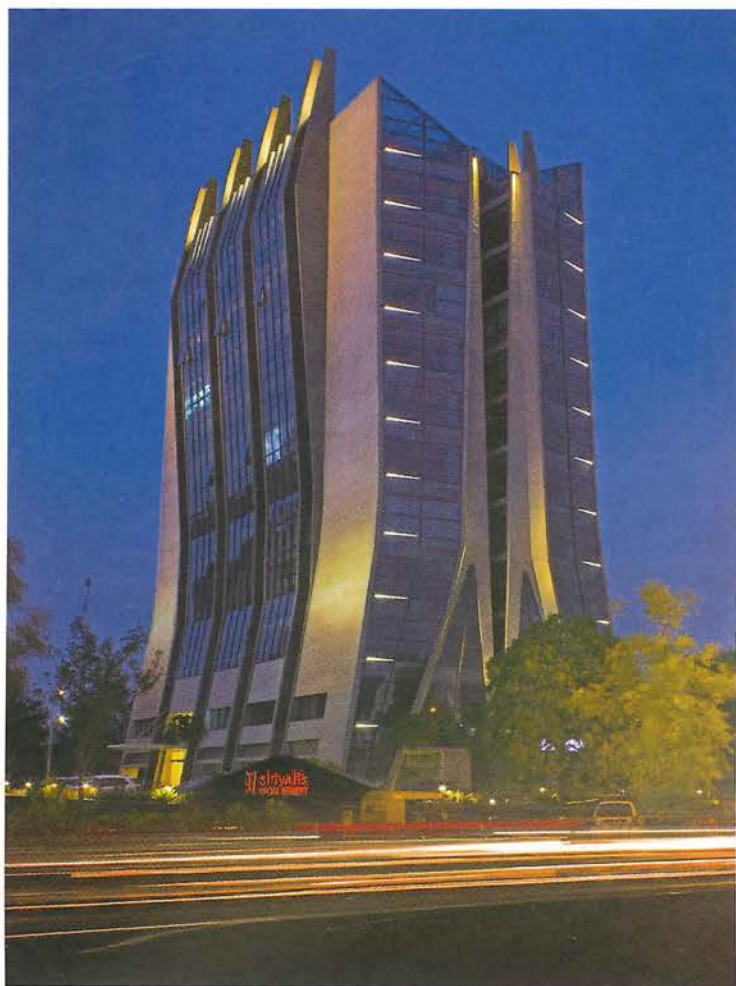
₹500





THE CLOCK TOWER

Using the latest LED technology, Atelier dada creates a dynamic media façade in Ahmedabad, playing on the perception of light and time.



The Shivalik High Street Corporate Tower is located in Ahmedabad, a fast growing economic centre in the western state of Gujarat. An out-of-the-ordinary concrete structure mocks the idea of the conventional box-type corporate complex. Situated on an important commercial road of a lively neighbourhood, the building is visible from all four sides with open perspectives. Conceptualised by Atelier dada, the lighting scheme transforms the building into a contemporary clock tower using bespoke digital media LED lights integrated into the façade glazing. The dynamic lighting varies through the year, celebrating occasions and festivals with great fervour and adapting to changing time. The building allows itself to be presented in different avatars - sober static lines change, move, pulsate, sparkle, and fade in and out to emulate a mood with respect to its context. The building becomes a responsive creature in time through the lighting program, which subtly expresses the tower's curves and scale by highlighting where the building's concrete bones and glazing bend, and creates an iconic landmark from afar. Atelier dada programmed the façade lights to differ in content for business and holidays. During holidays, it displays a dark facade with various animated motion graphics. In the week the content is

designed to be static during working hours, and is animated at the change of every hour for a full minute, during which all the lights sparkle and twinkle like stars. The idea is to express the value of time, and encourage the public to keep in tandem with time.

The LED media chain lights, 30mm dia with 3 CREE make LEDs from the latest generation of its kind and 1W power consumption per pixel have been used. They are housed in a punctured 50mm aluminium profile and are seamlessly integrated into the glazing. They are individually addressable, which allows for smooth movement and achieves an appearance of a nearly-continuous line. To accentuate the key features of the building façade such as the curves and crowns, high power LED and metal halide projectors have been used. Some are mounted on the façade itself, while others are perched on 6m high poles mounted on the building fence. Narrow optics and linear spread lens have been used with anti-glare and beam framing tools where required.

In the ground floor, which is occupied mostly as uncovered parking and circulation, Atelier dada chooses to use low velum lights that get camouflaged with the boundary plantation.

The lighting designers have taken great care to ensure that all the lighting

fixtures are most unobtrusive, hidden or camouflaged within the structure and landscape. The lighting scheme attempts to humanise the building's architecture and cater to the city's flourishing commerce, as well as an intrinsic frugal nature. The Shivalik High Street tower is an addition to the urban fabric of Ahmedabad which has been eagerly embracing the idea of a 'spontaneous' lighting master plan. Atelier dada has also designed other artistically dynamic facades across the city, which exude the confidence of a new, emerging economy. Instead of exposing the building with immersive flood lighting, the frugality of Ahmedabad is represented through a subtle approach - sober and elegant lighting that is permitted to showcase different moods, while preserving its identity.

www.atelierdada.com

PROJECT DETAILS

Shivalik High Street Corporate tower in Ahmedabad

Client: Shivalik Projects

Architects: Burthill India

Lighting design: Atelier dada- Architects of Lights

Lighting designers: Marie Ikram Bouhlel and Nimit Jhaveri

Lighting Installers: BEPS + Shivalik developers

LIGHTING SPECIFIED

Manufacturers: AHL Led, Meyer, Ligman