

Lighting Strategy

Provender Store

Facade



Table of Contents

1. Analysis	3
1.1 Site Analysis	
1.2 Current situation	
2. Lighting Strategy	5
2.1 Technique 1	
2.2 Technique 2	
2.3 Lighting Visualization	
2.4 Lighting Details	
2.5 Luminaire Specification	
3. Conclusion	9

Issue Status: Rev E

Project Number: 1030
Date: 06/10/21
Client: LABS

1. Analysis

1.1 Site Analysis



Introduction

This document demonstrates the Lighting Strategy proposed by Light Bureau for Provender Store in Camden. The brief was to improve the existing facade lighting, in order to create a more inviting and interesting looking building. The existing lighting seemed inconsistent ineffective, outdated and at the same time polluting the night time scene. Upon first assessment, it was agreed to focus on quality of light and overall balanced composition instead of quantity of light.

Some key objectives of the strategy are:

- Avoid over-illumination.
- Articulate lighting with the architectural design of the facade.
- Highlighting key surfaces in order to bring out the the most important architectural elements of the building.
- Respect premises, a sensible scheme should direct light where required when required avoiding any potential nuisance.
- Balance building lighting composition, being in a prominent location.



1. Analysis

1.2 Current situation

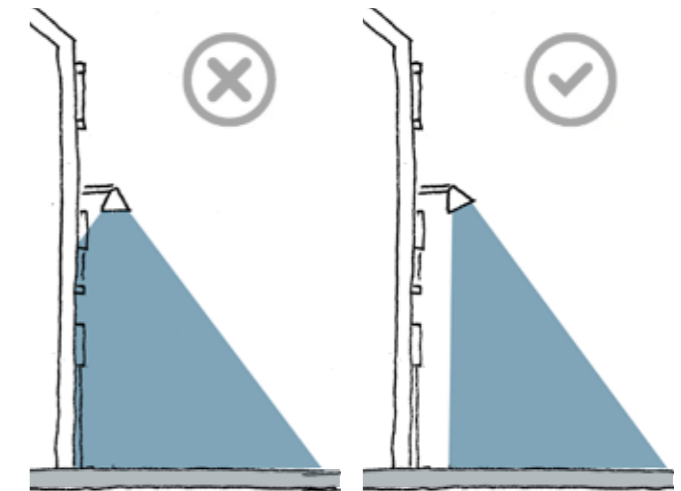


Existing North Facade Elevation

Current light beacons following the regular rhythm of the facade are to be removed from lighting scheme due to the lack of meaningful function and glare issues.

Existing high level mounted floodlights giving horizontal illumination the ground floor space.

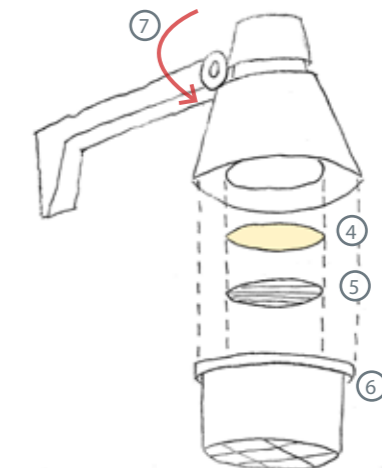
Extended arm linear profile to illuminate proposed signage.



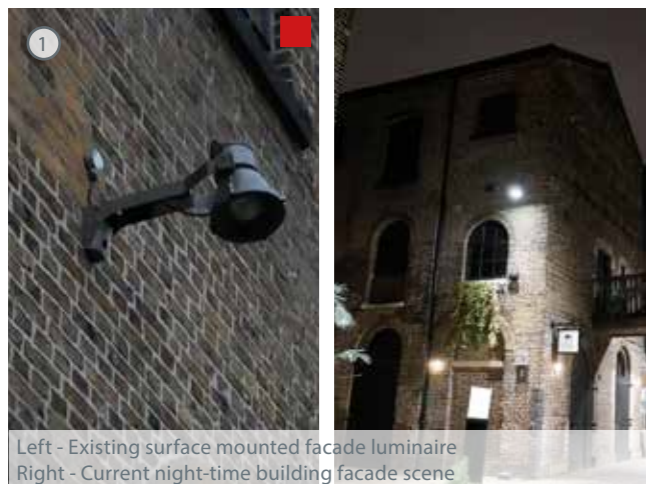
Top left image: Current luminaire light distribution creating light pollution affecting the facade and providing a cool light effect in the space.

Top right image: Proposed lighting distribution after additional lens component fitted in luminaire providing a softer and warmer light effect reflected onto the pathway while avoiding creating undesired hard scallops on the main building facade.

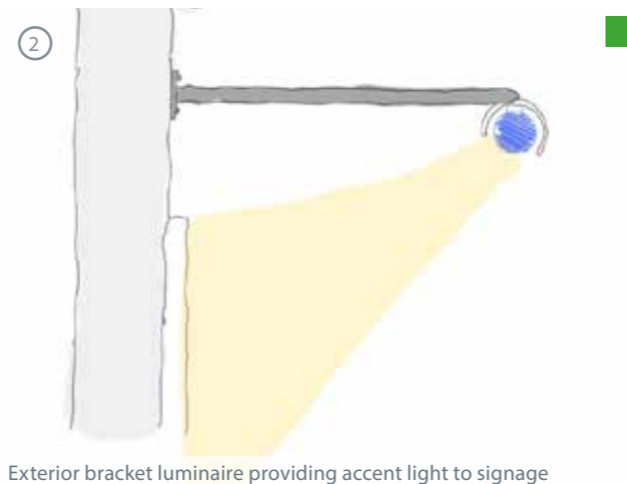
The following diagram explains the additional components required for the existing high level surface mounted floodlight.



- ④ 2700K colour filter creating a warmer light effect.
- ⑤ Elliptical distribution lens focusing the light to the ground and pushing the beam of light away from facade.
- ⑥ Anti glare accessory.
- ⑦ Adjustable fitting head.



Left - Existing surface mounted facade luminaire
Right - Current night-time building facade scene



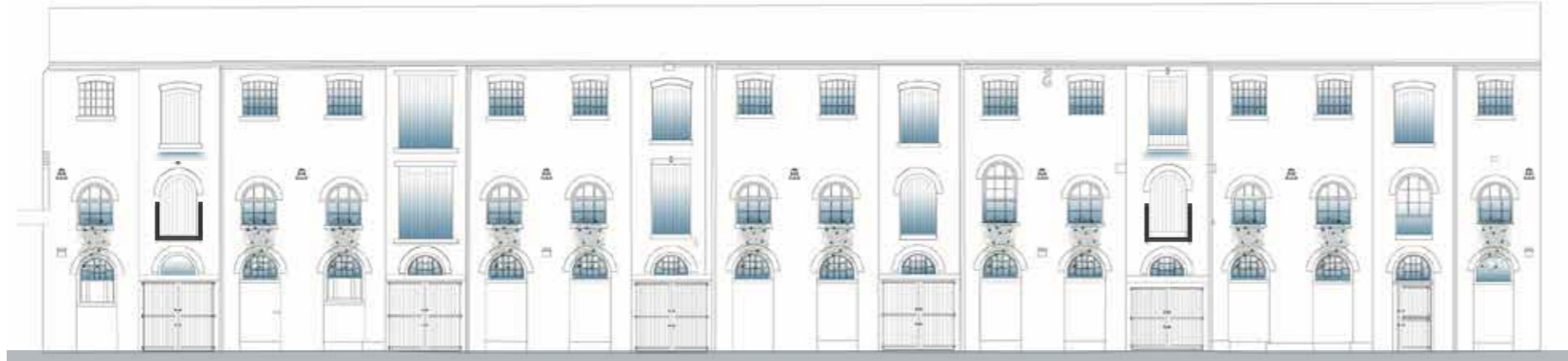
Exterior bracket luminaire providing accent light to signage



Existing beacon light to be removed from lighting scheme

2. Lighting Strategy

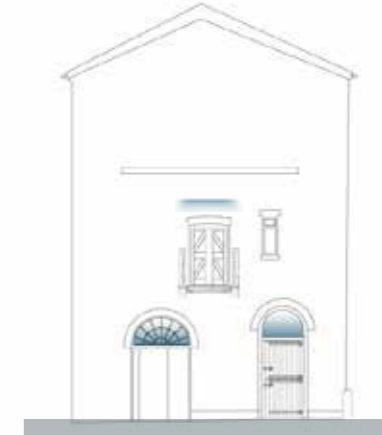
2.1 Technique 1



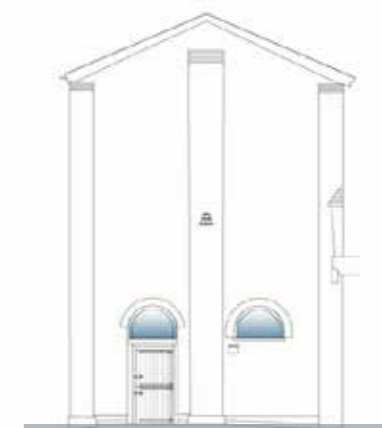
North Facade Elevation



South Facade Elevation



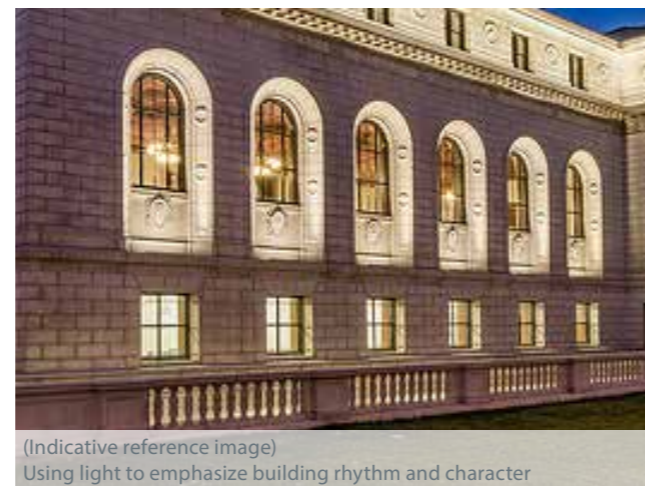
West Facade Elevation



East Facade Elevation



(Indicative reference image)
Window reveal light effect



(Indicative reference image)
Using light to emphasize building rhythm and character

The rhythm of the building

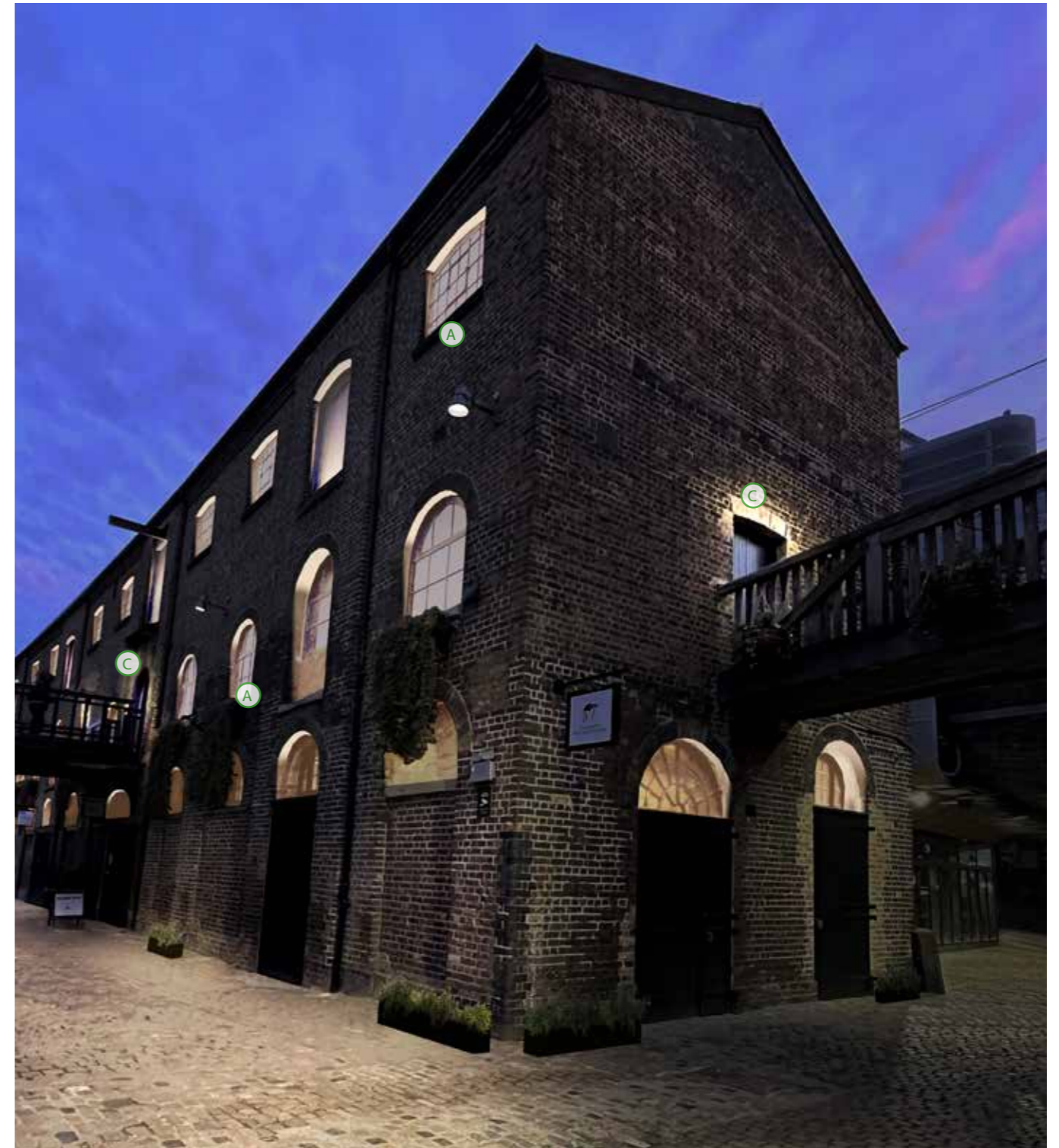
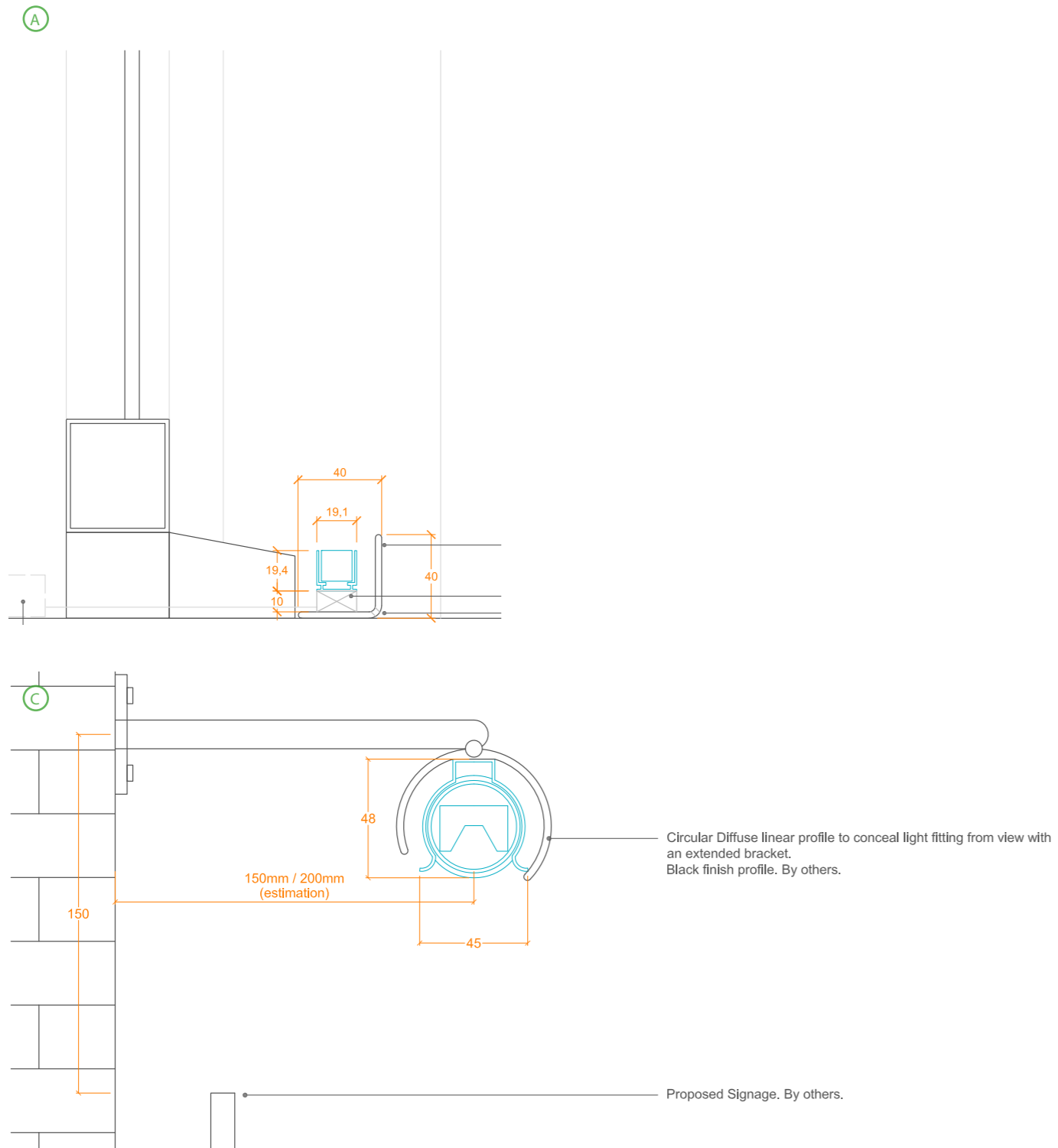
This technique aims to create an elegant looking facade to make the building more legible from all pedestrian perspective. The proposal consists in adding discrete low glare linear profile at each window sills in order to highlight and enhance window reveals. The light works with the rhythm of the building and gives a more holistic light to the facade.

2. Lighting Strategy
2.3 Lighting Visualization



The following visualization of Provender Store shows the two different proposed lighting techniques applied to the building facade in real context.

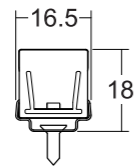
2. Lighting Strategy
2.4 Lighting Details



2. Lighting Strategy

2.5 Luminaire Specification

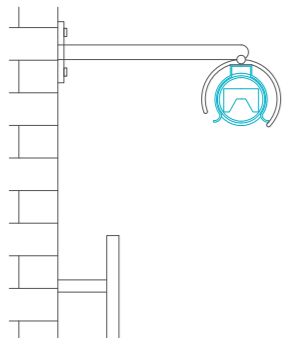
A



Description: Diffuse linear profile
 - Location: Exterior windows
 - Colour temperature: 3000K
 - Wattage: 8.7W/m (490 lm/m)
 - Beam Angle: Diffuse

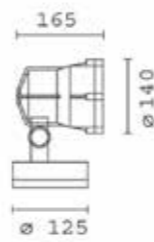
Suggested Product:
 Manufacturer: Light Graphix
 Product name: LD15 - LW30 - SC - IP67

C



Description: Bracket linear luminaire
 - Location: Exterior Facade (bridge)
 - Colour temperature: 3000K
 - Wattage: TBC
 - Beam Angle: Diffuse

Suggested Product:
 Manufacturer: EULUM



Anti glare louvre



Light Reflector

Description: Extended arm floodlight
 - Location: Exterior Facade

Suggested accessory:
 Manufacturer: iGuzzini
 Allow 03 accessories per luminaire:
 45° anti glare screen
 28° light reflector
 Filter to warm down lighting effect (2700K/3000K)
*Subject to testing (Mock-up required for accessories)



3. Conclusion



Conclusion

Facades are typically known as the principle front or the front facing exterior sides of the building. In architectural terms, they are one of the most important exterior design elements as they largely determine the overall feel of the structure. Illuminated facades could transform a boring looking building into a real eye-catcher as it highlights the architecture and puts emphasis on key building features.

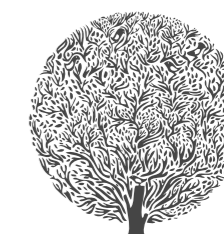
Being on a prominent location in the centre of Camden market, it is essential that Provender Store creates a great first impression of the building that notably attracts the users, stand out and enhance the surroundings as well.

LIGHT BUREAU

Light Bureau Limited
7F Hewlett House
Havelock Terrace
London SW8 4AS
United Kingdom
Phone +44 (0)20 7498 6111
mail@lightbureau.com

Light Bureau
C/o AFRY
Lilleakerveien 8
0283 Oslo
Norway
Phone +47 454 78 101
mail@lightbureau.com

Please consider the environment before printing



© 2021 Light Bureau