



Portraits

Dynamic Content? No Problem. Meet Space Player. Avison Young's Illuminating Lighting Solution—The Panasonic Space Player™

Avison Young, known for providing “Intelligent Real Estate Solutions” to their clients, was in need of a unique lighting solution for its downtown Chicago office. Located on the 30th floor of a high rise and directly facing another building, their lobby featured 80 feet of window and column space and lacked an engaging view due to buildings located directly across from them. The Avison Young east facade did not allow enough daylight to enter the office. Ultimately, they wanted to showcase a lighting solution for their own lobby that would appeal to potential tenants.

“The Space Player provides Avison Young with the benefits of dynamic lighting and energy efficiency, while requiring virtually zero maintenance.”

Avison Young approached David Grout, principal at their design firm Gary Lee Partners (GLP), with the challenge. The GLP team studied ways to mask the view without blocking natural light. 3D digital models and physical mock-ups were created to test materiality, lighting, opacity and construction. The one attribute that continued to emerge as a primary requirement was the ability to

put in moving images and branding logos that lent themselves to some projection media solutions. In the world of short throw ceilings, they wanted total content management and integration. For this reason, GLP partnered with Joel Furmanek of KSA Lighting (KSA) due to his extensive experience in theatrical lighting and began discussing projection lighting solutions. Together, GLP and KSA formulated a plan to put a fabric-wrapped structure along the windows and light it from front and back. They explored the best way to block the view while allowing natural light.

GLP and KSA provided their recommended lighting solution to Avison Young. They collaboratively agreed on the importance of a lighting system with the ability to properly achieve the color at the right angle, which was easy to install and maintain, and featured the ability to add dynamic content with a series of different looks that can play back. The Panasonic Space Player™ was the right solution because it had the projection capabilities, impressive content storage, and the ability to tie into other systems.

“Our design solution utilizes the Panasonic Space Player’s blended image technology and allows us to project a single, large format image or video across a 25-foot-wide feature wall in Avison Young’s office,” said Jackie Lake, designer for Gary Lee Partners. “The final design

In Brief

Project:
Avison Young Offices
30th Floor

Avison Young is the world’s fastest-growing commercial real estate services firm, with more than 1,900 real estate professionals in 67 offices in North America, the U.K. and Germany providing a full range of value-added sales, leasing, advisory and management services to real estate owners and occupiers.

Location:
Chicago, Illinois

Products Used:
Panasonic Space Player™

Design Firm:
Gary Lee Partners
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Space Player





provides a unique branding experience for Avison Young's workplace."

True to the original idea, the players work with a fabric-wrapped structure sitting in front of windows that is lit from the front and top by a linear RGB graze fixture. The first player features the company logo, the second and third players are used outside the conference rooms to display branding videos and imagery, and the fourth player is used in their employee kitchen area. All players display digital images with content provided by Avison Young.

The licensed electrical contractor did the installation and content—integrating the video on the front end and feeding the content via HDMI image input. Essentially the whole system is controlled by Crestron's control interface to drive the system, and then content is sent through the splitter box for the various scenes. Content management and future changes are easy for Avison Young to manage. They provide their own content and simply play it off of their computer.

"The Space Player is a great solution for Avison Young," continued Lake. "The product provides the company with the benefits of dynamic lighting and energy efficiency, while requiring virtually zero maintenance. And, with the Content Manager, they can now easily set up, schedule, and control content with little effort."

Not only does the Space Player creatively address Avison Young's aesthetic lighting needs, it also requires less maintenance with Panasonic's Solid State illumination technology. No lamp replacement is necessary for

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up to 20,000 hours. The Space Player consumes a fraction of the energy of a typical projection system.

Avison Young can effortlessly adjust images to fit angled walls for attractive adjusted projection (no angle distortion) because the Space Player is fully equipped with vertical, horizontal and corner keystone correction. Lighting and projection can be displayed dynamically over any object, while the fixture's aesthetic design complements their elegant space. Plus, the Space Player's 2.2x zoom lens allows projection to be tailored from large to small and even intimate formats.

"The Space Player is the perfect solution for our lighting needs," stated John Ziesmer, principal of Avison Young. "The versatility of the product has transformed our lobby into a dynamic setting for our visitors while providing a platform for delivering digital media content, ultimately serving as a critical tool for creating brand culture and awareness."

The Space Player gives Avison Young a way to showcase both their physical lobby space and their ability to creatively solve problems to potential tenants. The solution offers a high level of flexibility. Avison Young now boasts a lobby that engages visitors, clients, and potential tenants with dynamic content.

About Panasonic Lighting Americas, Inc.

Panasonic Lighting Americas, Inc. is a wholly-owned subsidiary of the Panasonic Group. Under the Americas umbrella, they operate Universal Lighting Technologies, Inc., a market leader in linear fluorescent, compact fluorescent, HID, eHID and LED solutions for commercial lighting applications. They also operate Douglas Lighting Controls, an industry leader in whole building and intelligent controls systems.

About Universal Lighting Technologies, Inc.

Universal Lighting Technologies, Inc., produces some of the world's most advanced LED, linear fluorescent, compact fluorescent, HID, and eHID solutions for commercial lighting applications, as well as the most cost-effective energy management systems in the lighting industry today. A global leader in research and development since 1947, Universal Lighting Technologies became a member of the Panasonic Group in 2007. Today, the company manufactures and distributes products under the Universal®, EVERLINE®, Triad®, Panasonic, Vossloh-Schwabe, DCL®, DEMANDflex™, and Signa® brand names. *Universal Lighting Technologies—Energy Intelligence in Lighting.* For more information about Universal, please visit unvlt.com.

About Gary Lee Partners

Gary Lee Partners is an independent interior design collective that harnesses the power of space to elevate how people think, work, and live in the physical environment. Since 1993, the firm's creativity has contributed to the success of some of the world's most respected organizations and created a sense of place for residents around the globe.

Panasonic

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