

# Philip Lane Light Artwork Final Design Concept

Public Document

# About Us

Mandylights is a full service creative house that draws on a team of experienced designers, producers, technicians and administrators to deliver world-class light based experiences from offices in Australia and the United Kingdom.

Since 2006, we have delivered projects in over sixty countries around the world in venues ranging from underground caves, parklands and deserts through to the world's largest stadiums, arenas and theatres. Our company works across theatrical, special event, light art and concert markets creating moments that range from the most intimate to city-wide son et lumieres.

We draw on our global experience across diverse facets of the entertainment industry to deliver in-house creative, technical and production for events of all shapes and sizes for brands, governments, broadcasters and private clients. We eschew the traditional and seek to deliver lasting, memorable experiences regardless of the brief.

Mandylights offers the stability of a full-time team backed by fifteen years of corporate performance and demonstrated results, while never straying into the pitfalls of conventional corporate agencies. We seek to collaborate with and develop meaningful direct relationships with brands rather than via agencies and are proud to offer complete, in-house design, delivery and production.

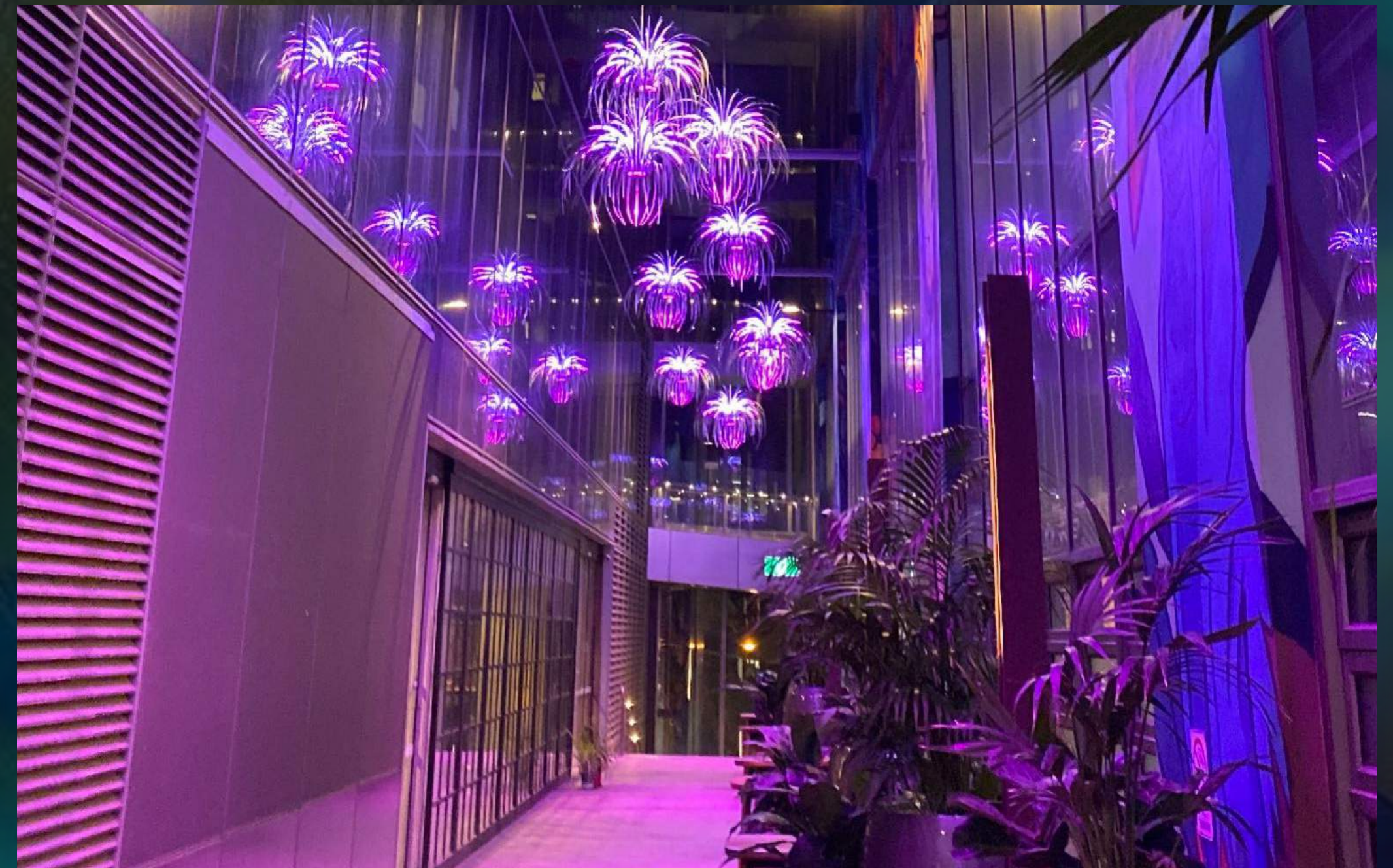


Our immersive *Laser Garden* touring light artwork.

# Approach to Light Art

Mandylights approaches public light art with the belief that it should be:

- **Unpretentious and accessible:** people of all ages, socio-economic backgrounds and of any nationality should be able to appreciate the beauty of a work immediately, without needing to research meaning. We don't believe that accessible public art should contain complex stories.
- **Visually attractive:** public light art should create moments of beauty in unexpected locations.
- **Transformative:** where installations offer a vastly different night-time experience to the well-known daytime presence. Ideally, they help to transform the very use of the space at night into something new, exciting and attractive.
- **Present during the daytime:** not ignoring an artwork's physical presence during the day, our works are designed to be attractive even when not illuminated.
- **As immersive as possible:** public art is at its most effective when people feel immersed in the environment that is created by light. We aim to involve audiences, engage people of all ages and offer a unique experience at every opportunity.



*The Lomandra Grasses -our permanent design at UTS Sydney*

# Concept

# Approach to Philip Lane

The urban environment is increasingly busy and cluttered; combinations of architectural styles, roadways, commercial spaces, decades of infrastructure layered on top of each other in an inconsistent, sometimes seemingly haphazard fashion. Philip Lane is no exception to this - an urban space that has both physically and figuratively sat behind other urban spaces in the area; filled with the leftovers of businesses and buildings.

Similarly, Light artworks and public art are becoming increasingly high tech - millions of LED pixels here, computer controlled realtime content there, all of which contribute to even busier public spaces.

Some years ago, we created *Colour Cubed* as an antidote to clutter - a single light artwork in the shape of a cube, covered with a 'stained glass' effect of coloured, transparent tiles that were brought to life by a single, brilliant internal light source. Our exploration of this style has led to two unique touring artworks that now travel the world.

The concept sees a single light source throw brilliantly coloured light outwards in all directions, creating a unique, immersive light experience that injects saturated colour into every position. We think this idea of explosive colour and comparative simplicity would work superbly in an environment such as Philip Lane.



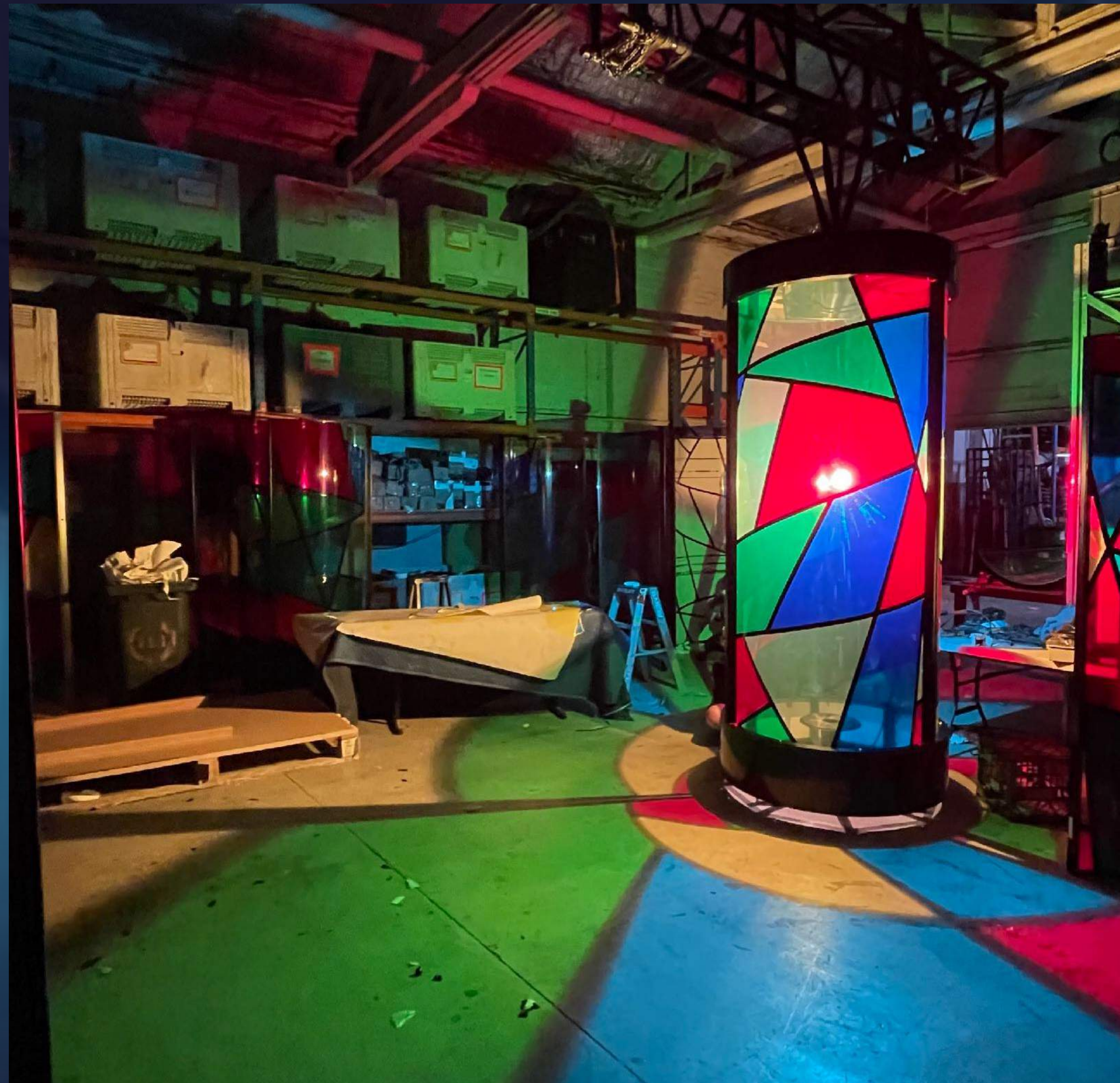


Our *Colour Cubed* artwork; part of a series of artworks designed by Mandylights.

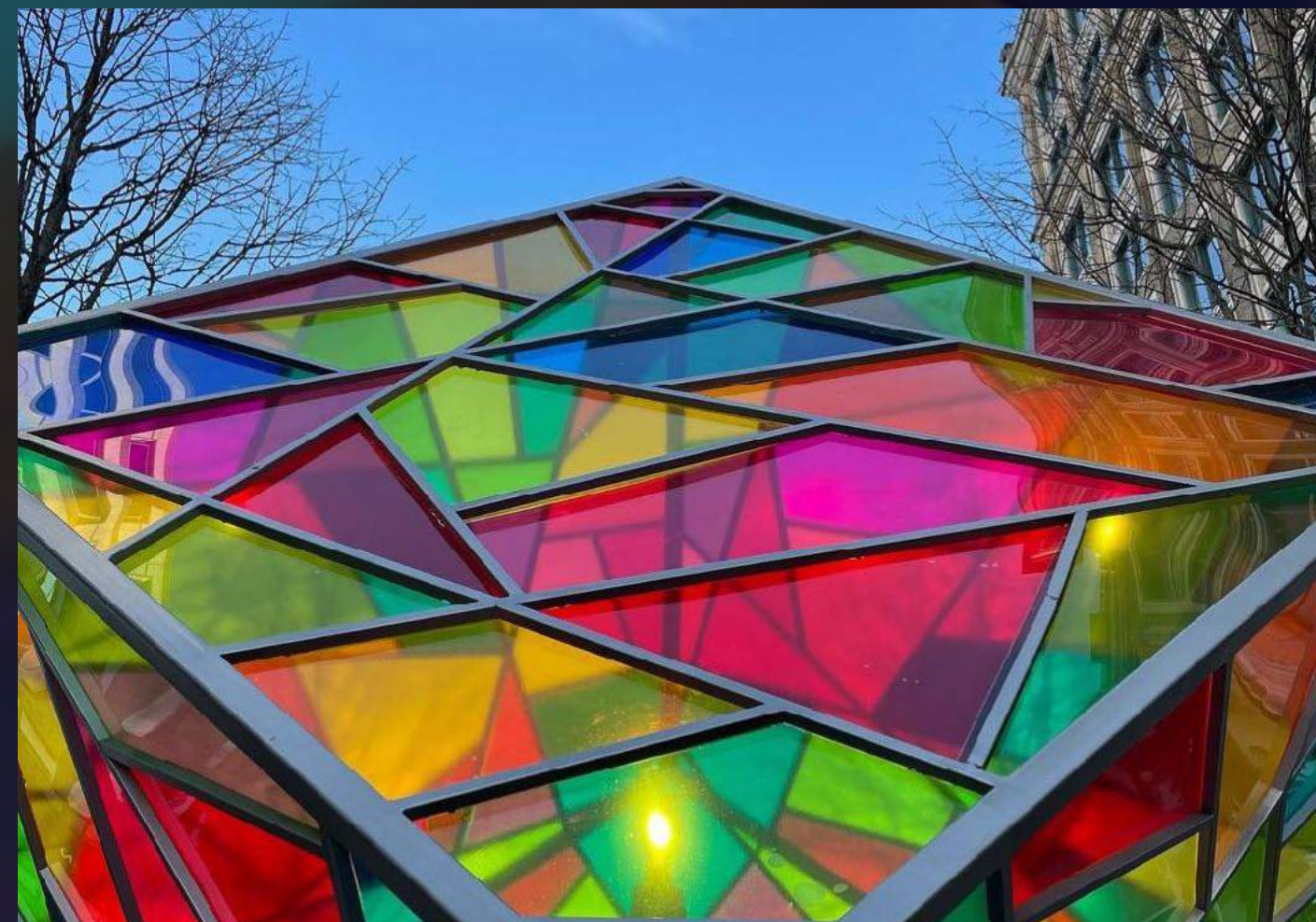
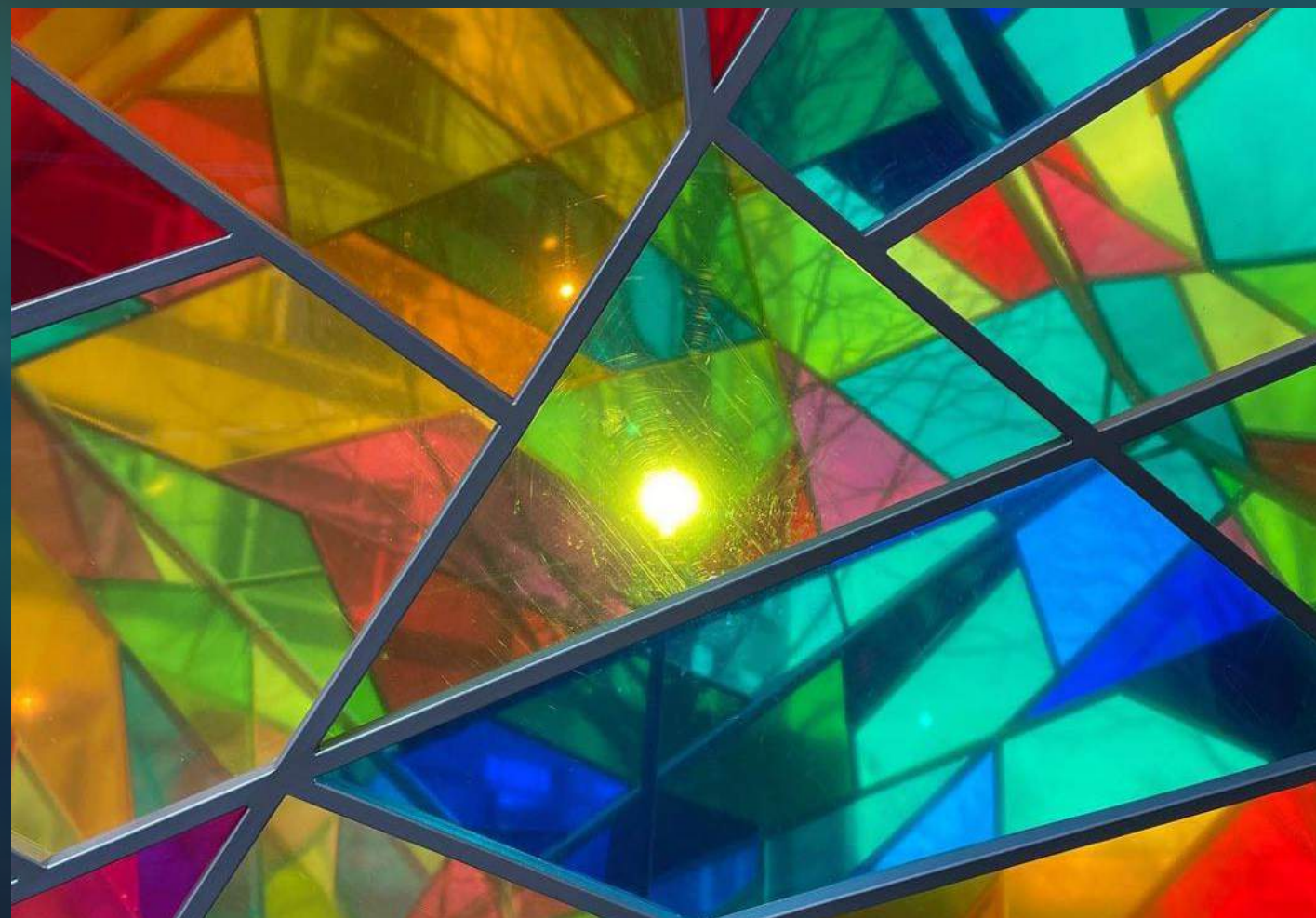
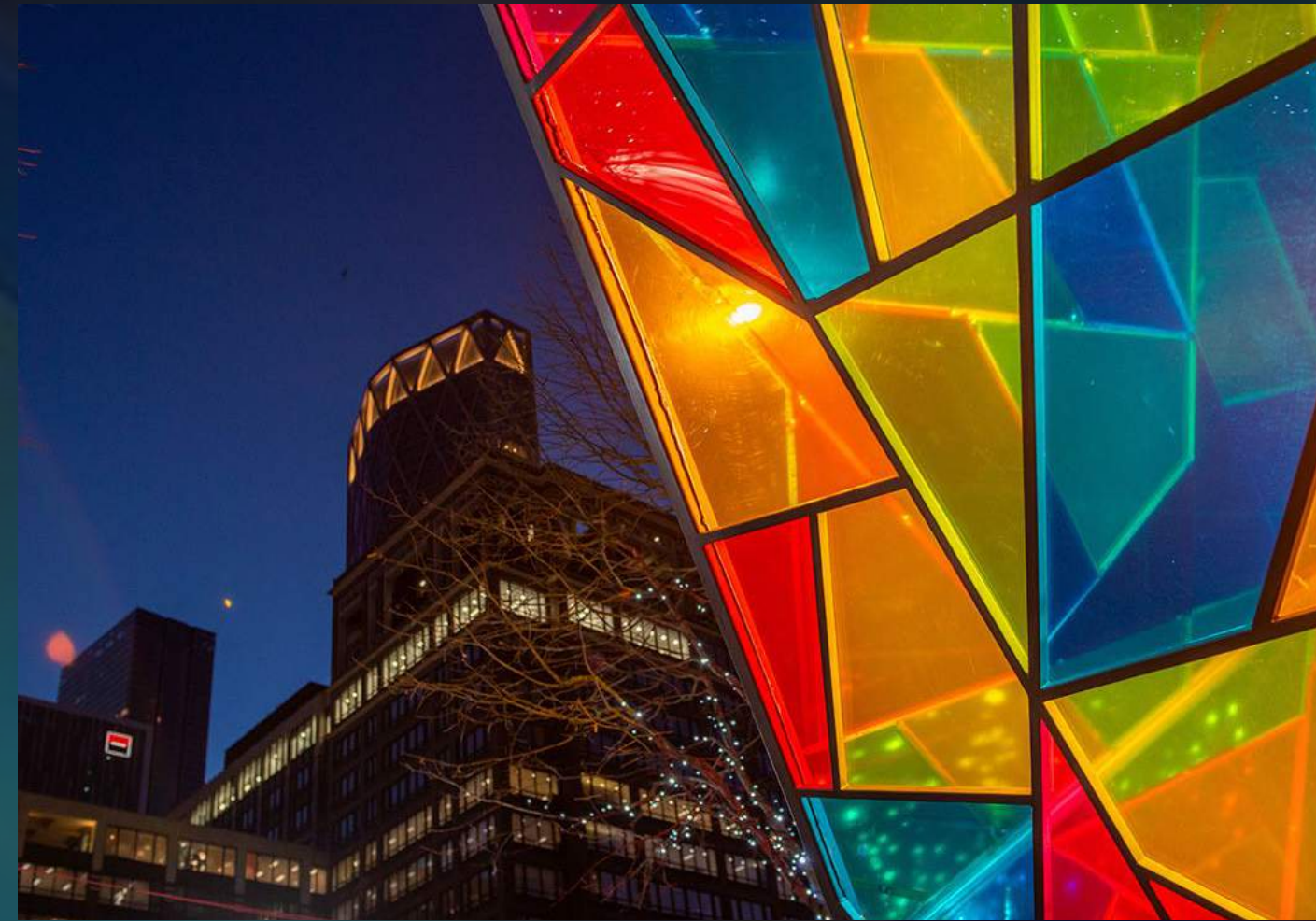
Left: On exhibition in London's Canary Wharf as part of a commission in 2020/21.



Right: At the Chicago Botanic Gardens in 2021.



Work in progress photos of our new *Kinetic Hues* artwork which will debut in Chicago over new year in 2021/22.



*Colour Cubed* has a striking presence in both the day and night - by night the artwork is internally illuminated and glows brightly. During the day, the sun and natural ambient light still creates a spectacular effect.

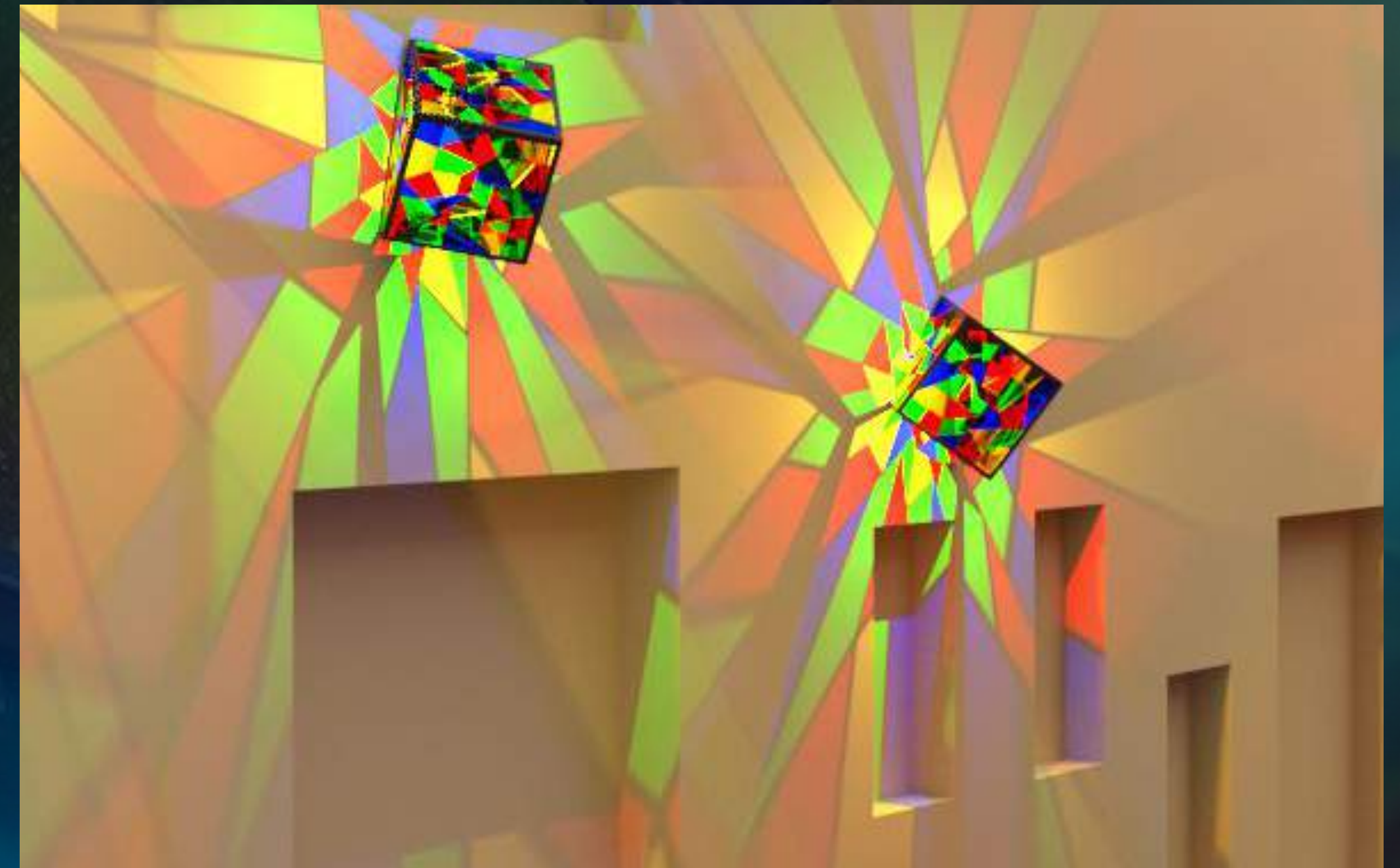


# Concept Statement

Mandylights plans to create up to two dozen small cube / cube-like forms that take on similar design characteristics to our iconic *Colour Cubed* style. This is not a copy-and-paste of our previous works, but a continued exploration of our unique design style across an exciting new canvas.

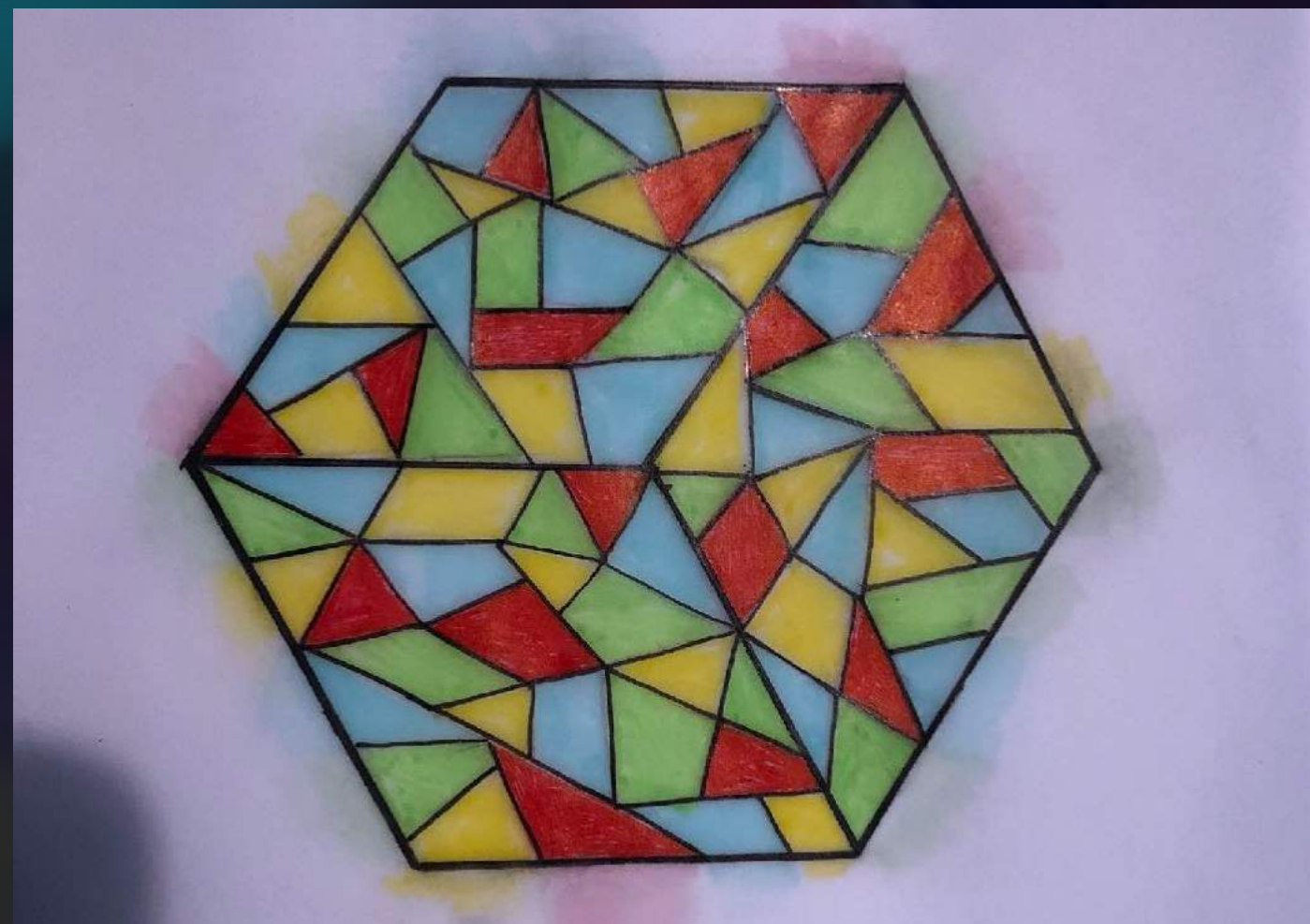
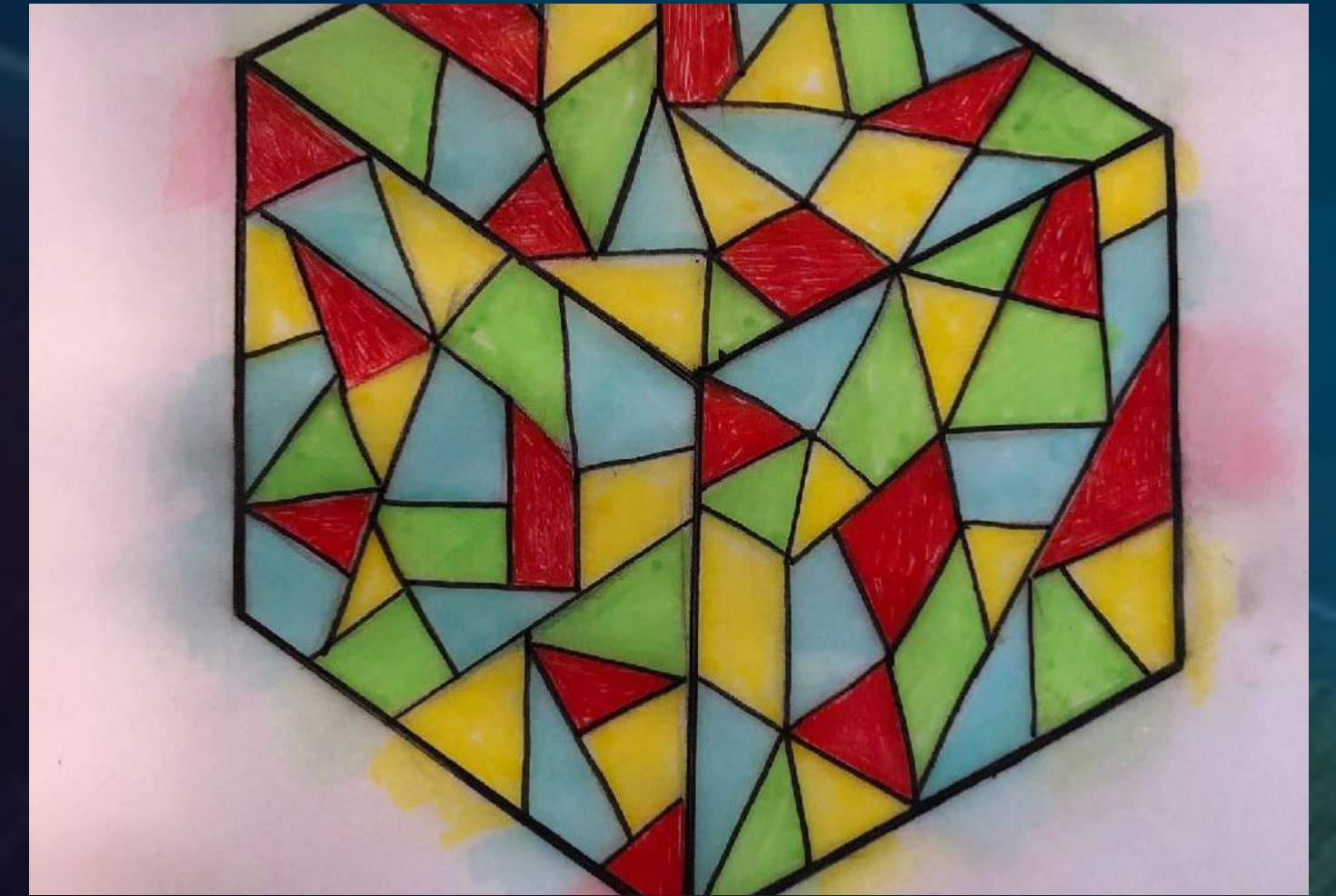
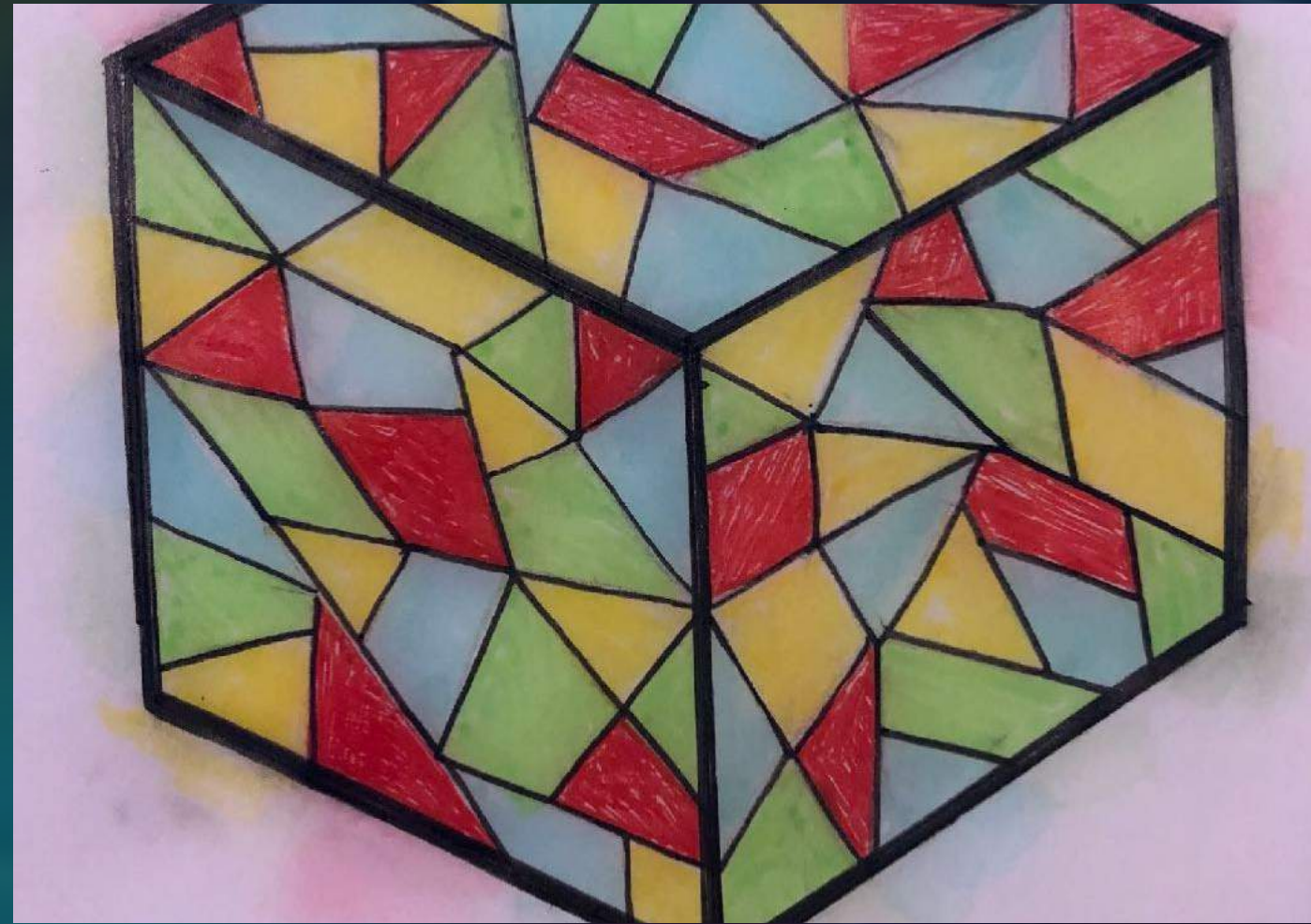
These cubes would be mounted at seemingly random points along the walls of Philip Lane - at different heights, on varying angles and protruding various distances from the walls - to create a near-overwhelming series of projected colours and shapes across the roadway and surrounding walls.

The series of artworks would be statically illuminated at night, with each object projecting functional, coloured light across the laneway - reinventing it into a brightly coloured, attractive space.

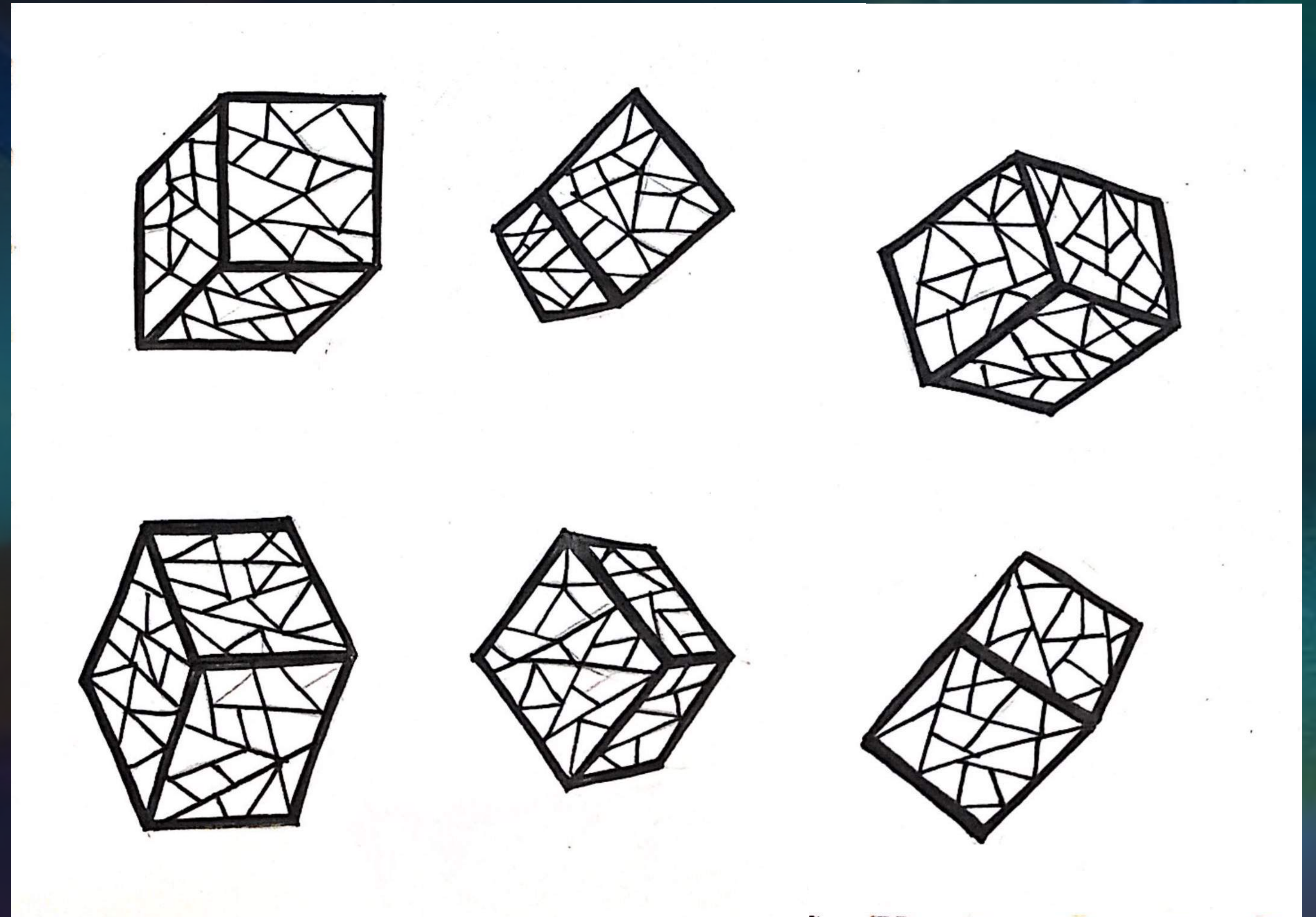


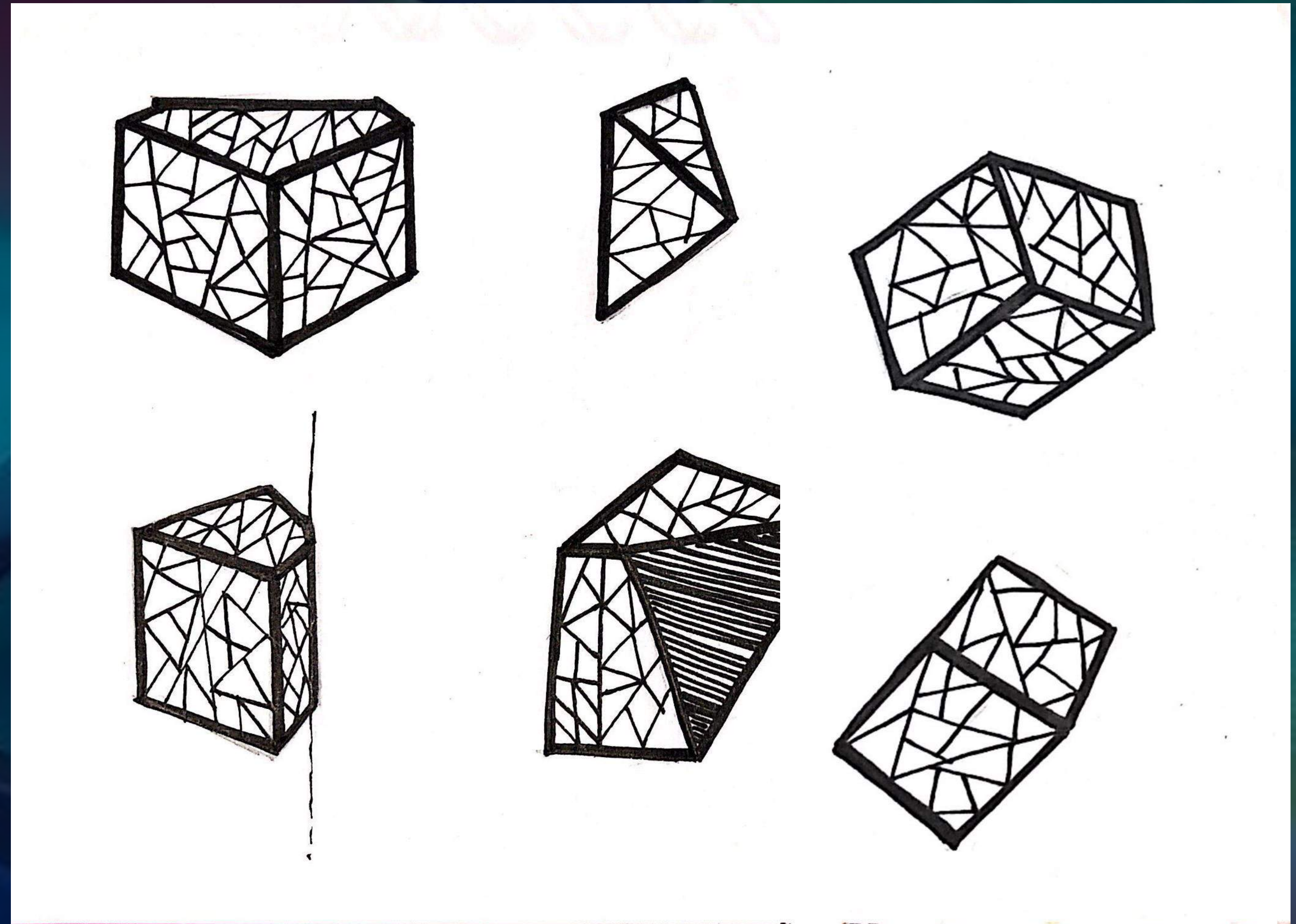
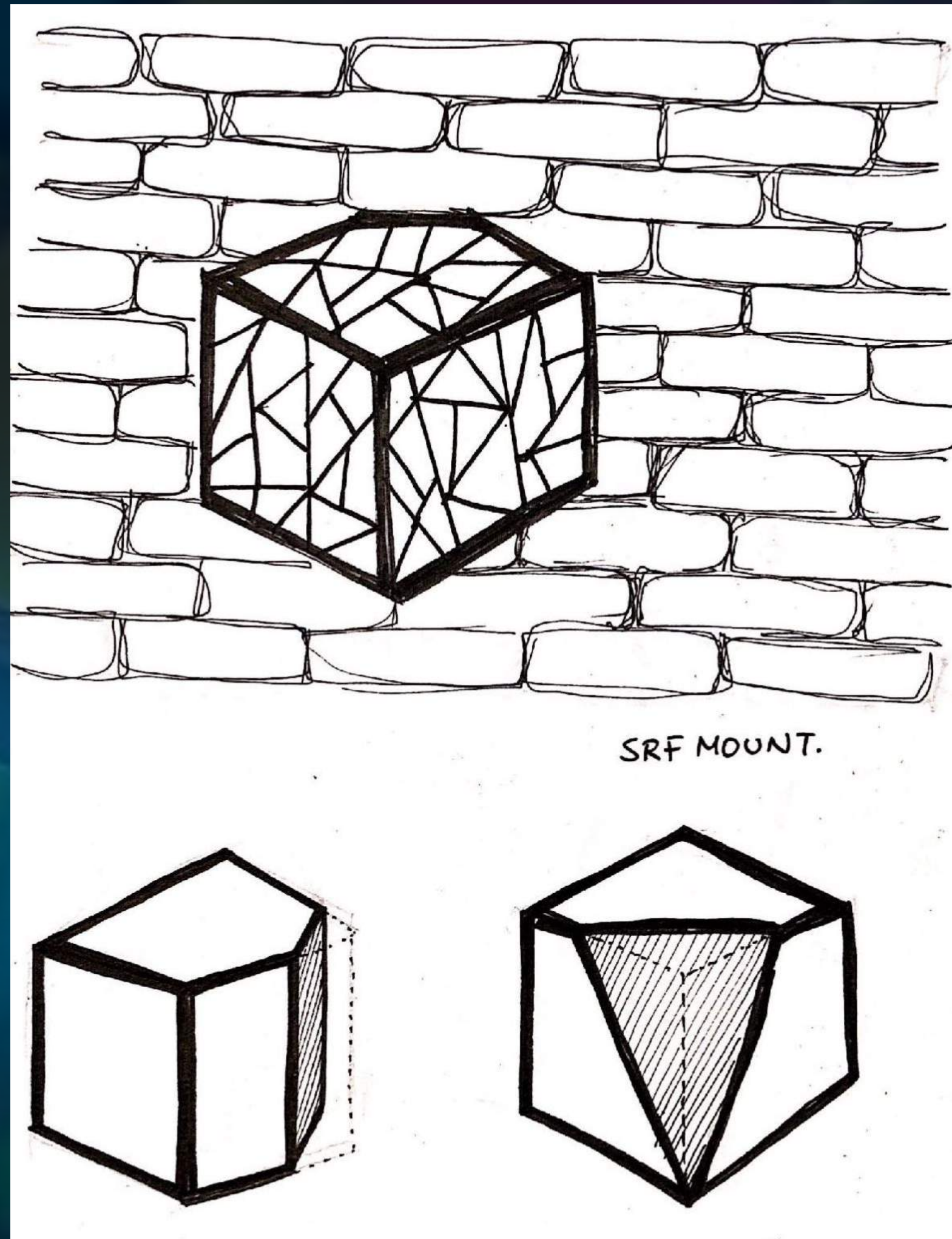
Preliminary render

Early sketches looked at different potential orientations of the cubes, with the idea that they could be installed to appear “embedded” in the laneway walls - as if they were thrown into the brickwork by some unseen force, and lodged in place.



The simple cube design is conflicted by the angular stained glass inside, with every cube being installed differently. For viewers during the day or night, the laneway would become a sort of 'gallery' of multiple different explorations of the same form.

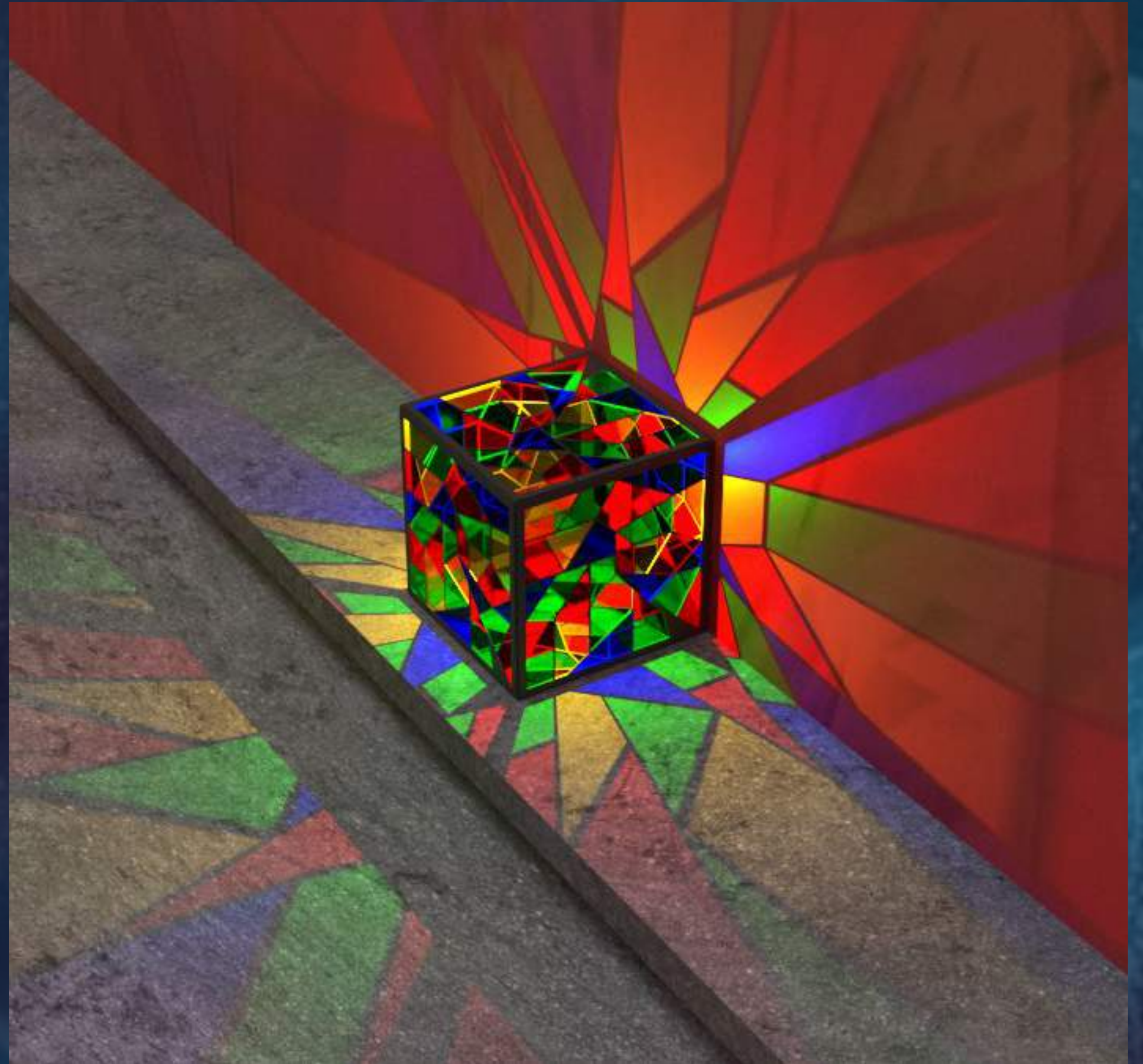




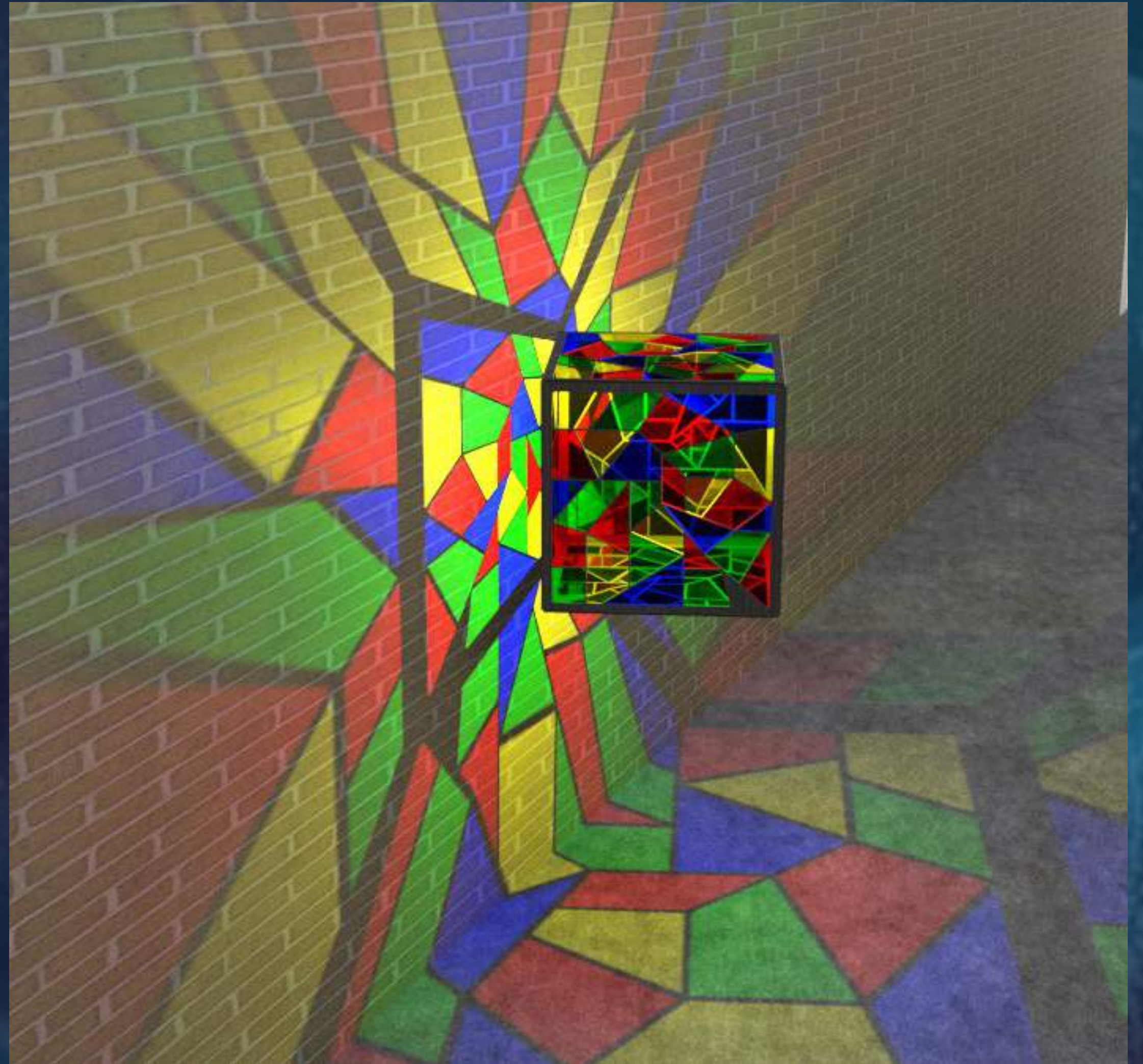
Explorations of how cubes would be mounted - we want them to appear “embedded” into the walls of the laneway in a number of different orientations.

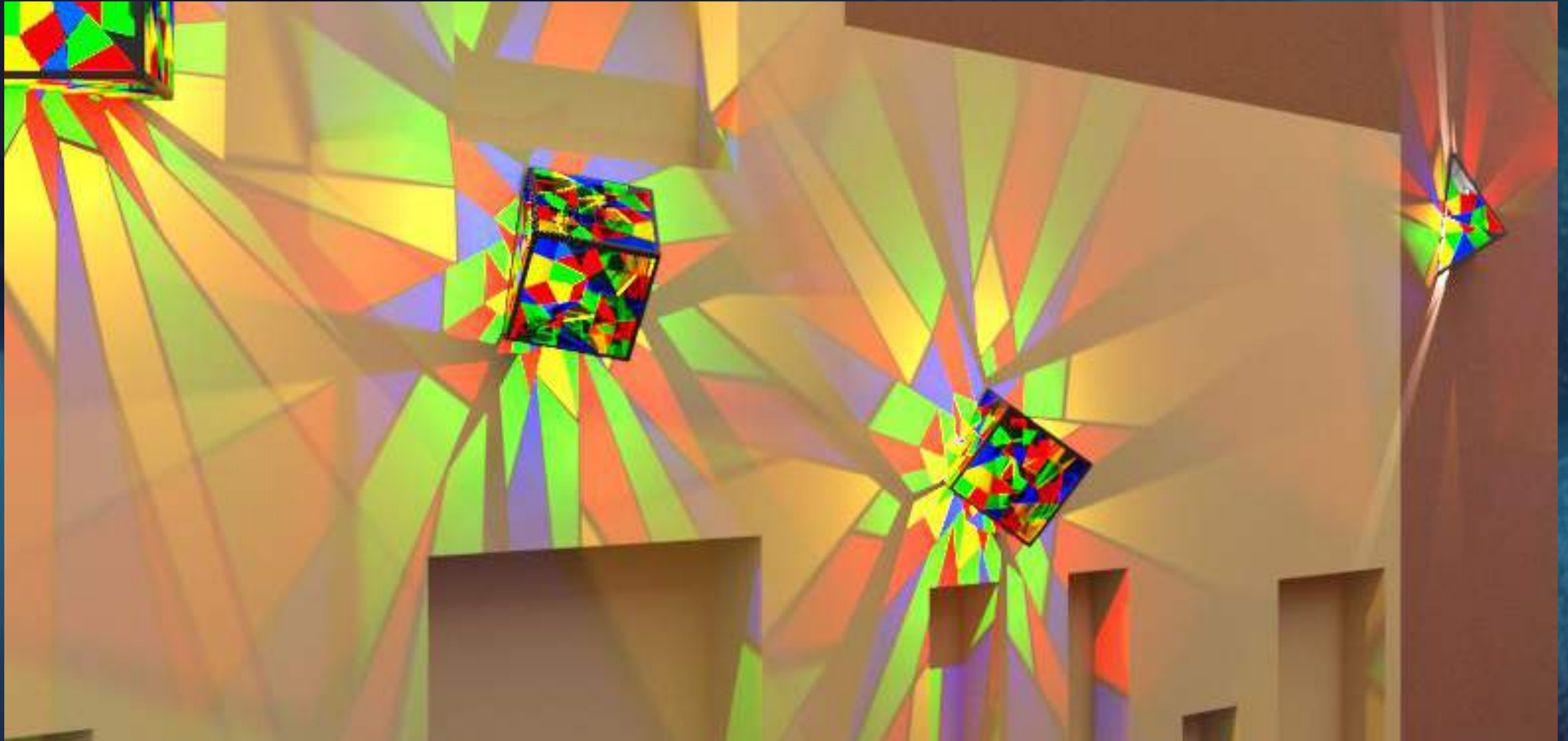
Preliminary render showing one of the cubes installed at ground level on the curb of the laneway.

We'd love to install at least one object in the laneway where people could sit or stand on the artwork for a perfect photo opportunity, with the series of other cubes illuminating the laneway behind them.



Preliminary render showing one of the cubes installed above ground level on a brick wall. The clear pattern projection is highly visible here, as is the striking beauty of the object itself.

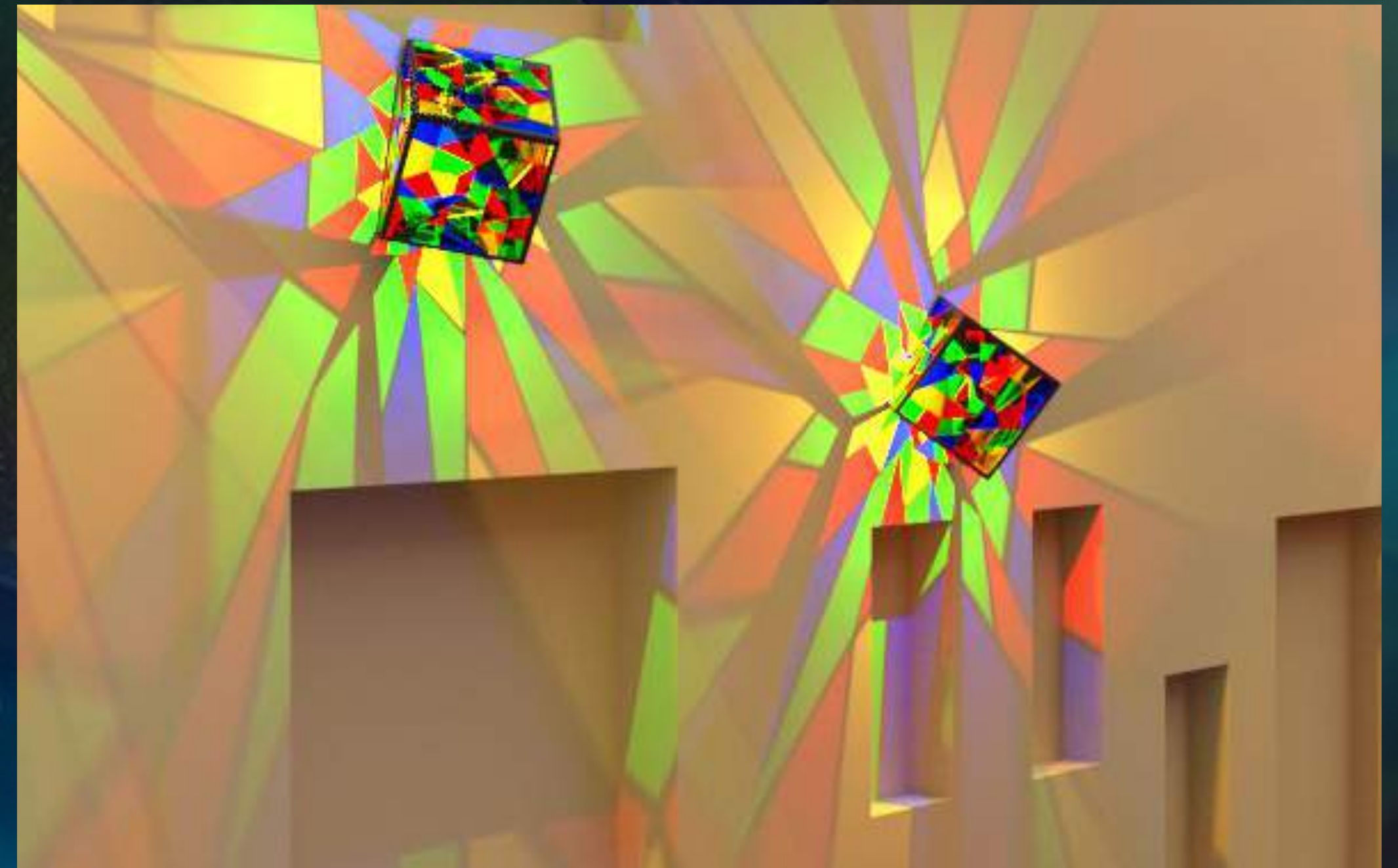




Preliminary render showing a number of cube orientations across the laneway walls.

# Concept Technical Notes

- Installation is entirely on walls, with no object protruding more than 400mm from the wall.
- No catenary installation is required as no components hang overhead.
- The artwork models are designed to be independently powered and cabled; making it easy for components to be relocated or removed entirely in the future without affecting the viability of the whole installation.
- All proposed locations are subject to change to account for practicalities and stakeholder demands.

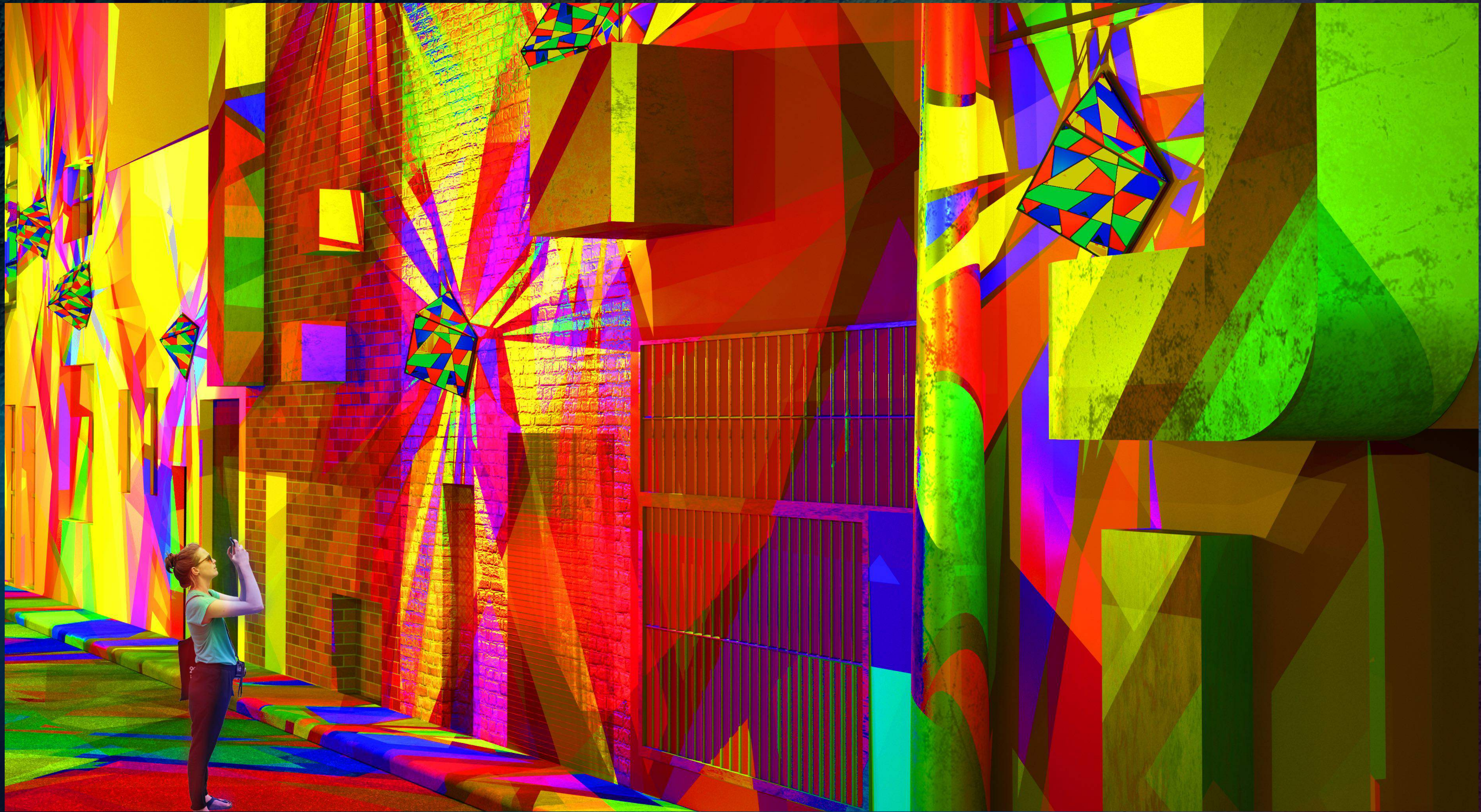


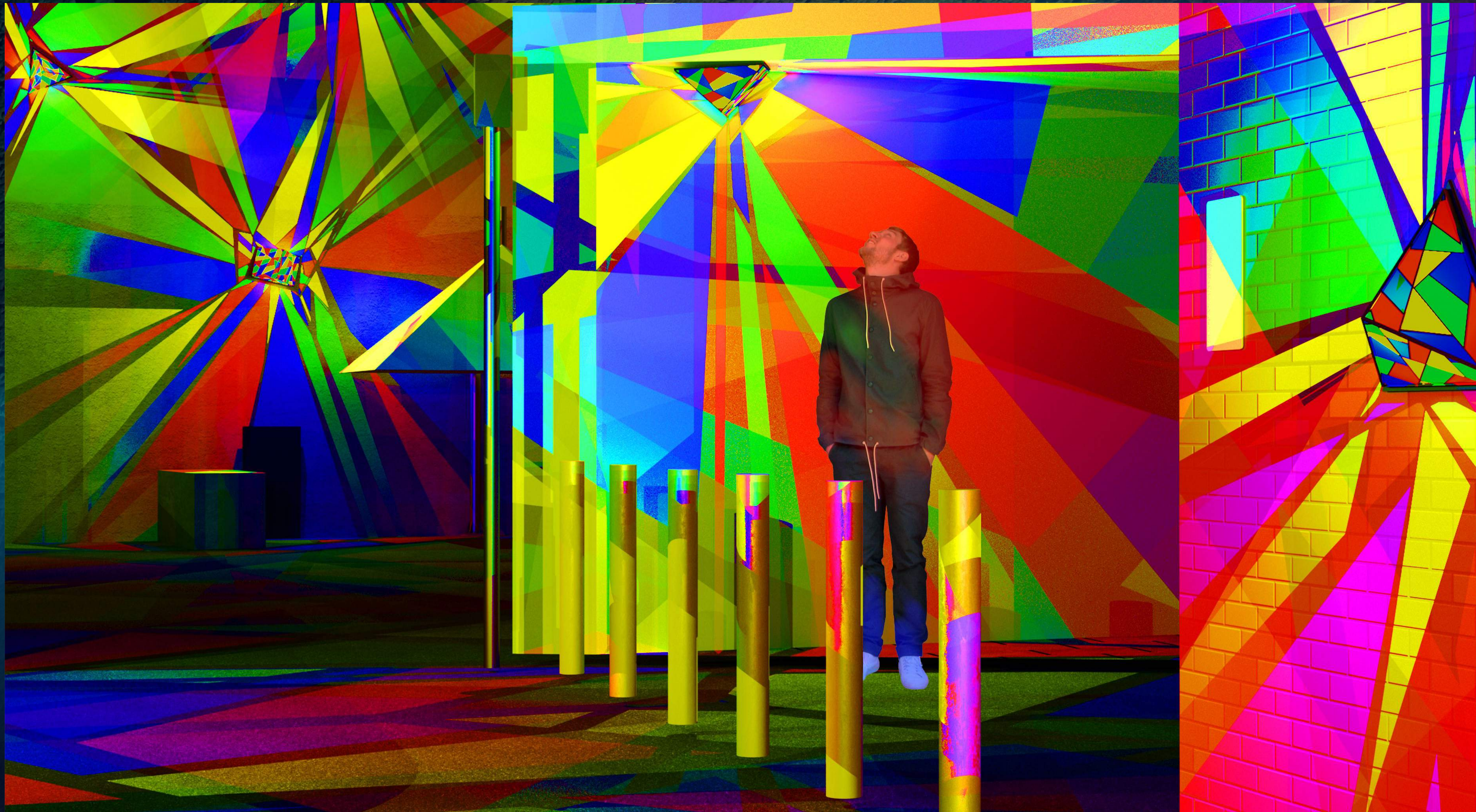
Preliminary render



# Final Concept Renders







# On Site Testing

Mandylights fabricated a 25cm x 25cm test form of one face of the cube and spent a few hours testing the concept using a single-source cold white LED torch.

This on-site testing in Philip Lane produced exciting results, showing how these simple projections would fill entire walls and completely immerse every object in the laneway with beautiful saturated colour.





Examples of how the projections look at steep angles on walls.



Projection from one small section of the cube.



Spaces become transformed when bathed in colour.

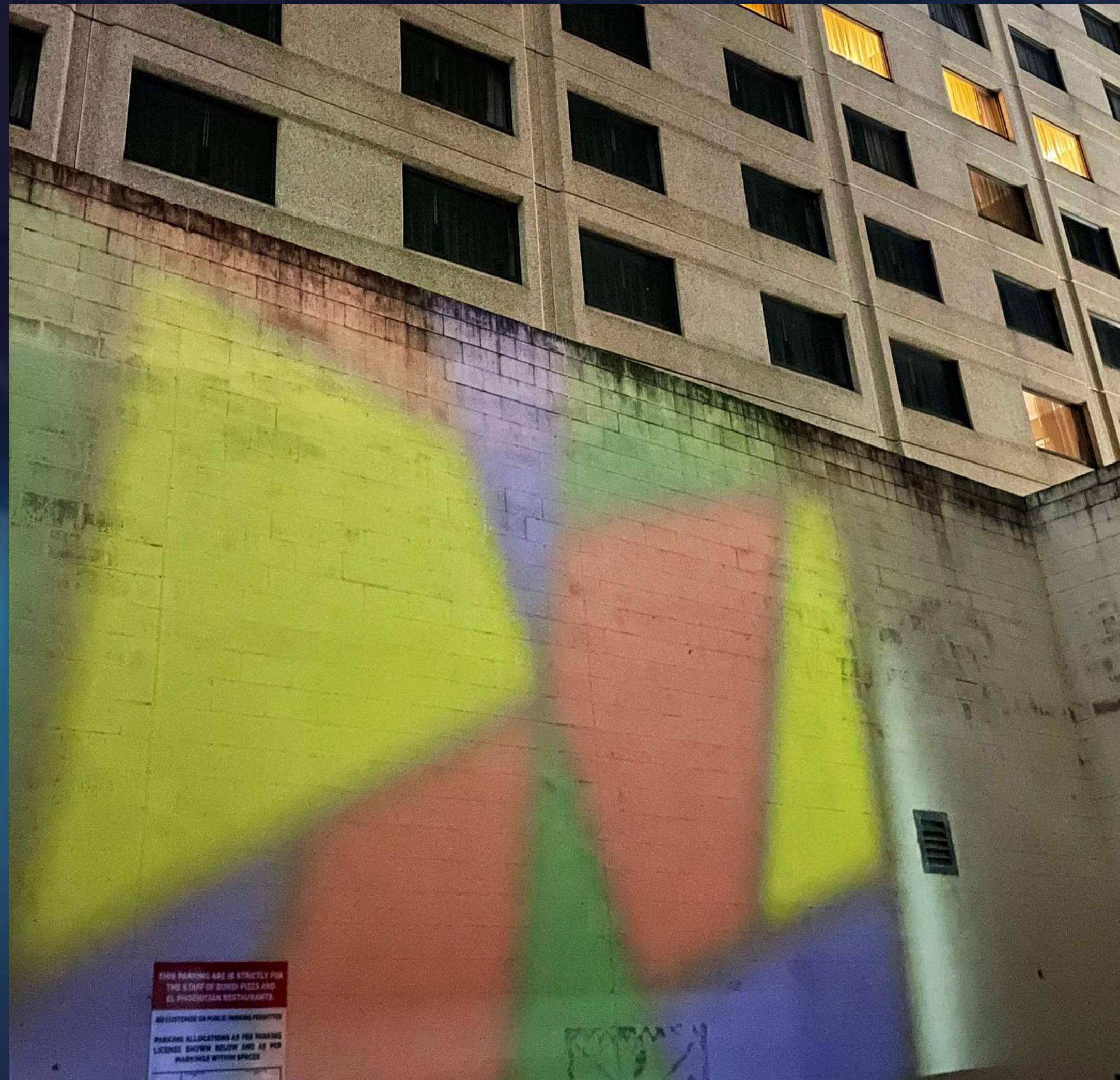




The relatively neutral colours of the lane's walls make for perfect projection surfaces.



Exposed infrastructure suddenly becomes part of the abstract artwork under the patterned light.



Entire walls and asphalt surfaces are transformed.



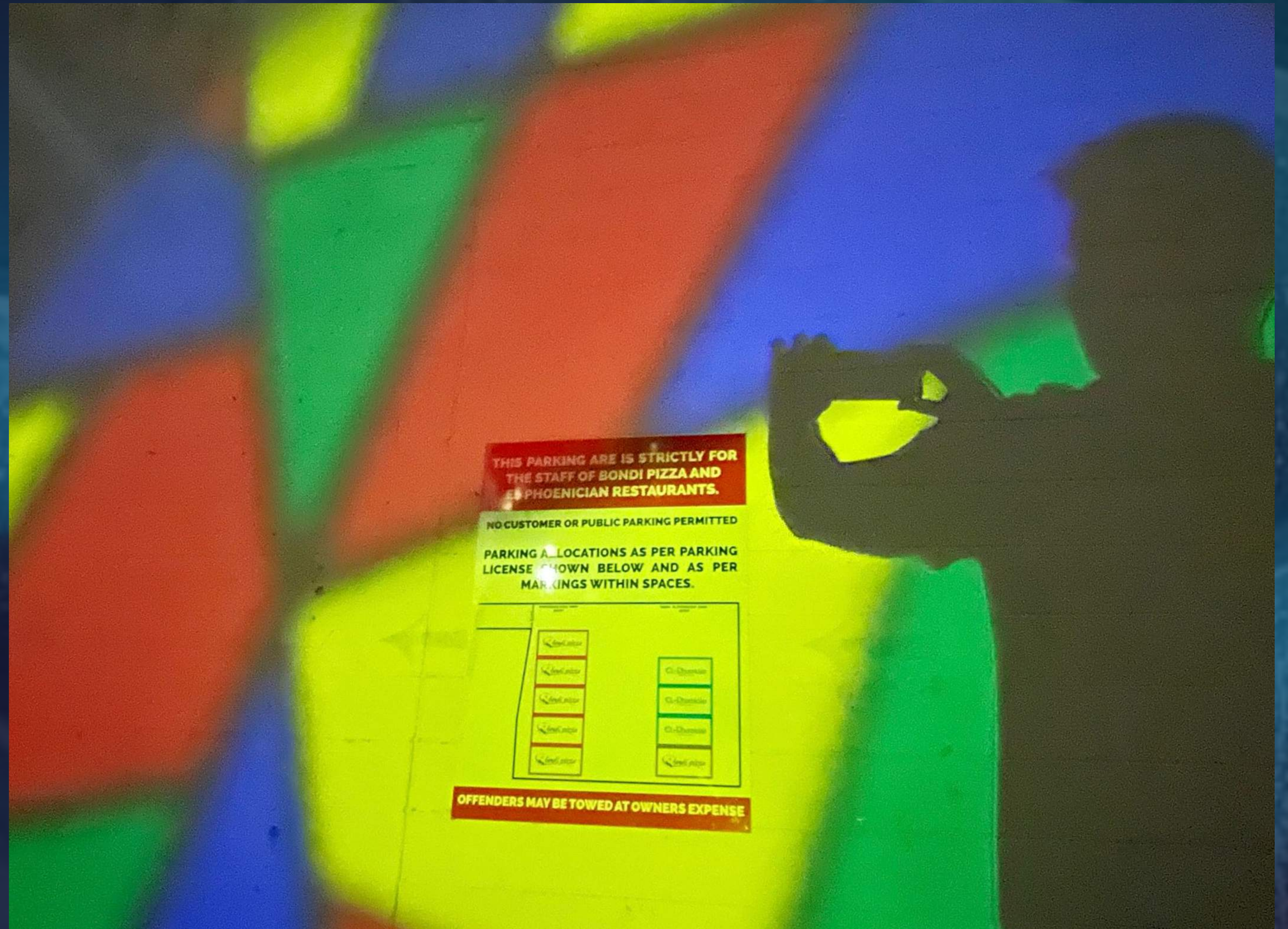
Stunning colours and pattern work across even the most desolate of spaces.



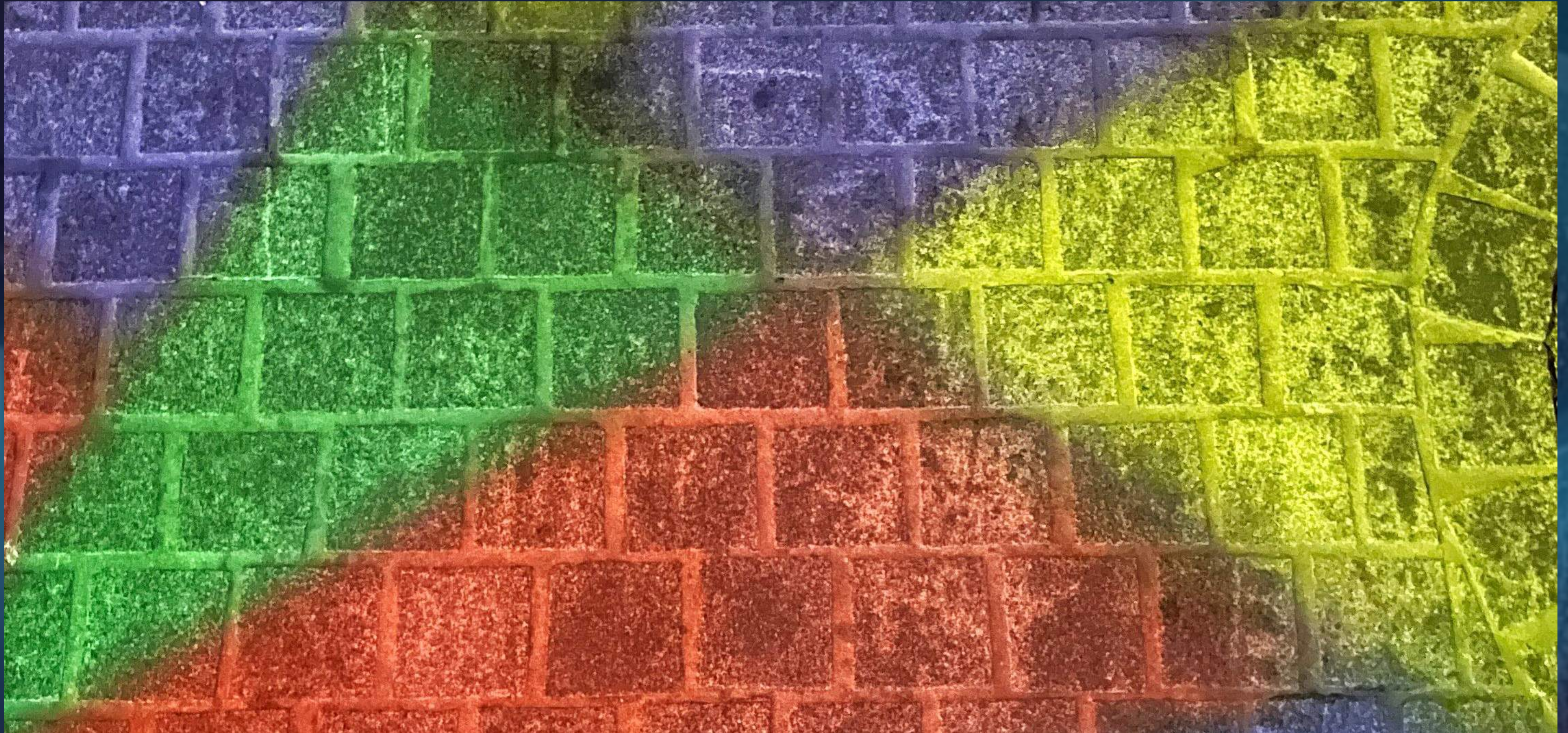
The transformative nature of the projections enhance any surface.



A test of the location where we'd like to position a street-level cube for people to stand or sit on at the entrance to the laneway.



Selfie moments under the projections!



The colours and patterns work incredibly well even on the cobblestone tiles at the entrance of the lane.



**Thank you.**

**Mandylights United Kingdom**

Unit 2A Cowen Road, Blaydon NE21 5TW

+44 191 432 4628

uk@mandylights.com

**Mandylights Australia**

5 George Street, Leichhardt 2040, NSW

+61 2 9565 2625

australia@mandylights.com

[www.mandylights.com](http://www.mandylights.com)