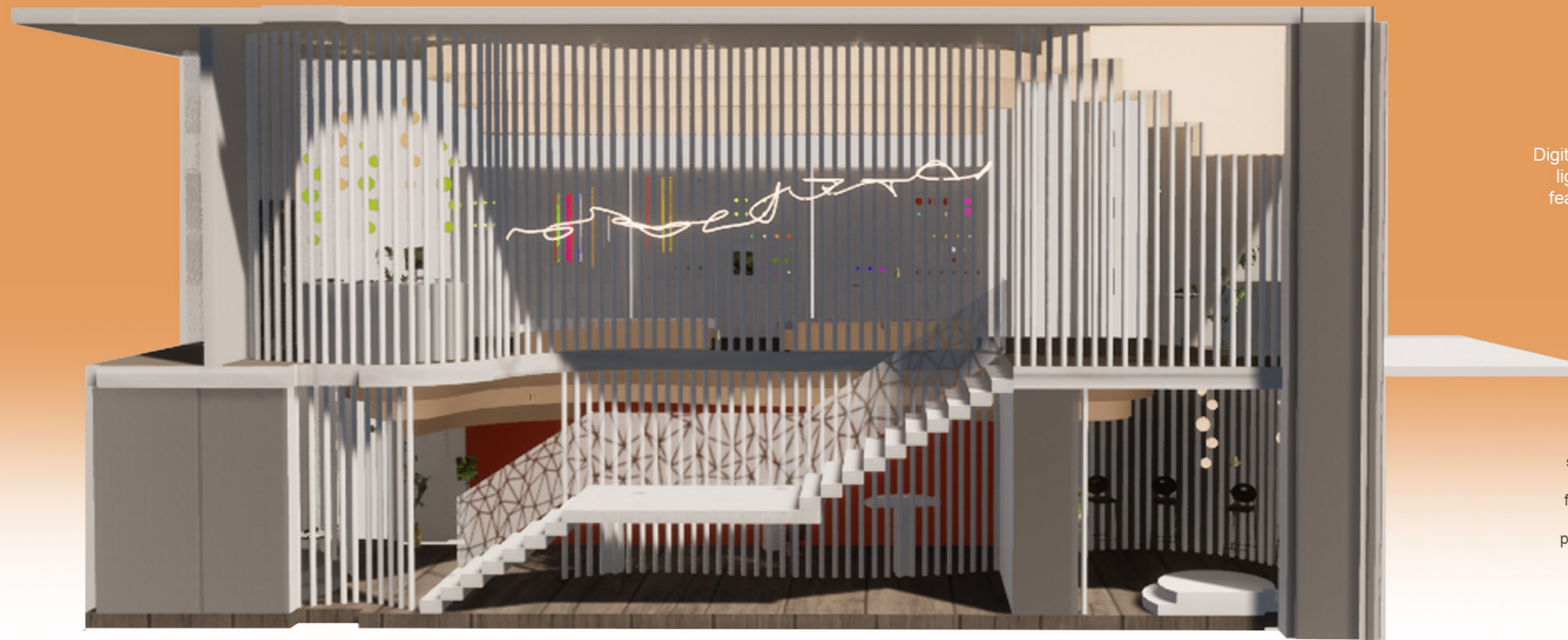


# DD PASSAGE BY DIGITAL AMBIANCE

Passage By Digital Ambiance is a Lighting Showroom and Lighting Experience showcasing all things digital ambiance related. The venue offers a live podcast hosted by Digital Ambiance with special guests from within the Technology and Production Industry.

The venue hosts a dedicated area for specialist speeches as well as an area to complement product testing and product catalogues along with an interactive lighting wall experience.

Digital ambiance lighting is not only on display throughout the two-story venue but is also used to create the interior lighting within it.



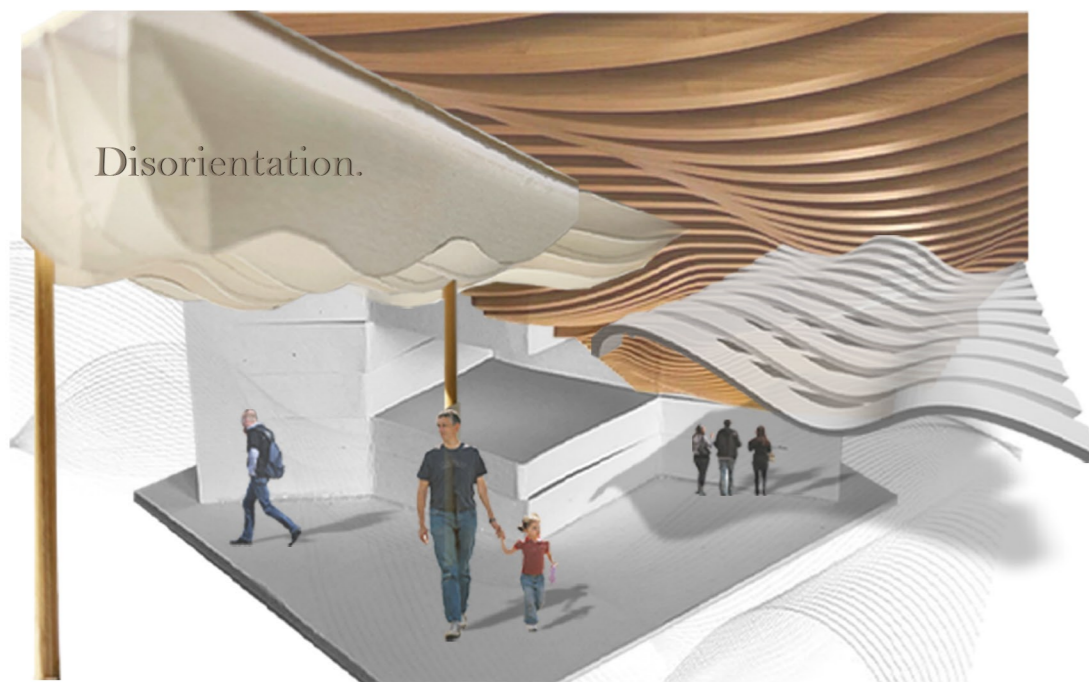
## Who is Digital Ambiance?

Digital Ambiance is a multi-disciplinary design company that works at the intersection of architecture, artistic lighting design and experiential environments. They have a passion for creating bespoke placemaking features in their projects and interactive digital installations. They use up to date technology and custom design to build features that come to life and capture the viewers attention and imagination.

## Digital Ambiance Products Toolkit.

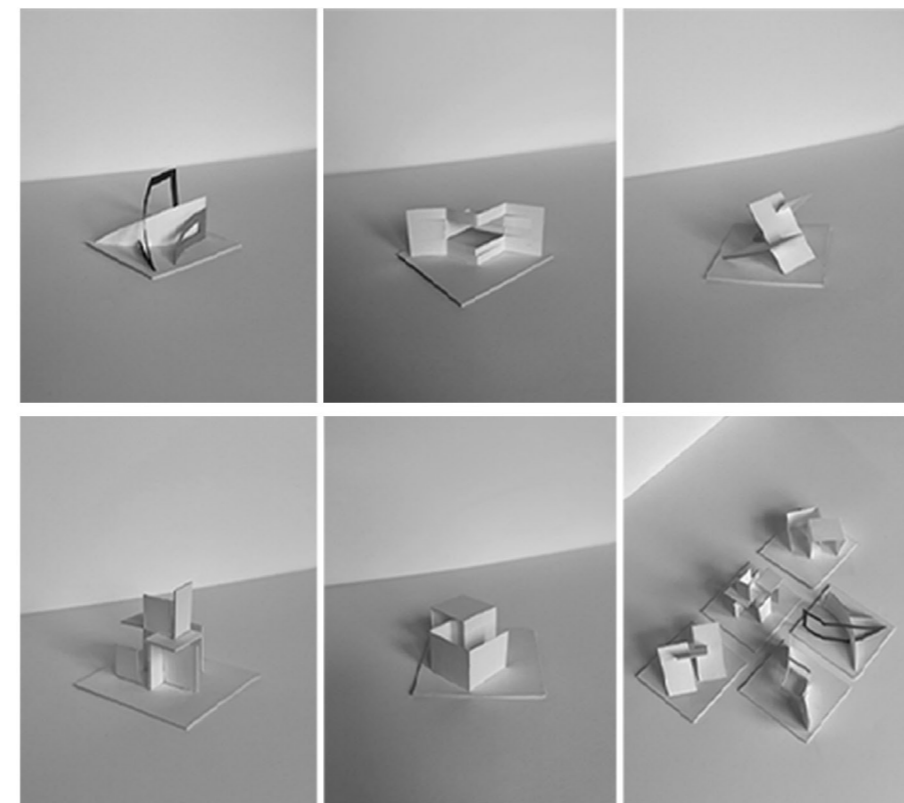
Over the years whilst producing custom bespoke lighting installations, Digital Ambiance have come to rely on a select toolkit of products to facilitate their projects. All products available on their website have been fully vetted by their team and have a proven track record within their field. Product criteria consists of reliability, build quality features, and a good balance between cost and performance. The products available offer a vast variety of options that fit a range of styles and needs of projects. Passage by Digital Ambiance uses a variety of Digital Ambiance products in the design of the building and in the content of the Product Lighting Experience and Lighting Showroom.

## Design Development .



The design driver "Disorientation", stems from James Turrell's Light in Spaces Installations. Commonly portrayed in his designs are large open spaces, with minimal or no objects and using lighting and perception to create visual and atmospheric experiences.

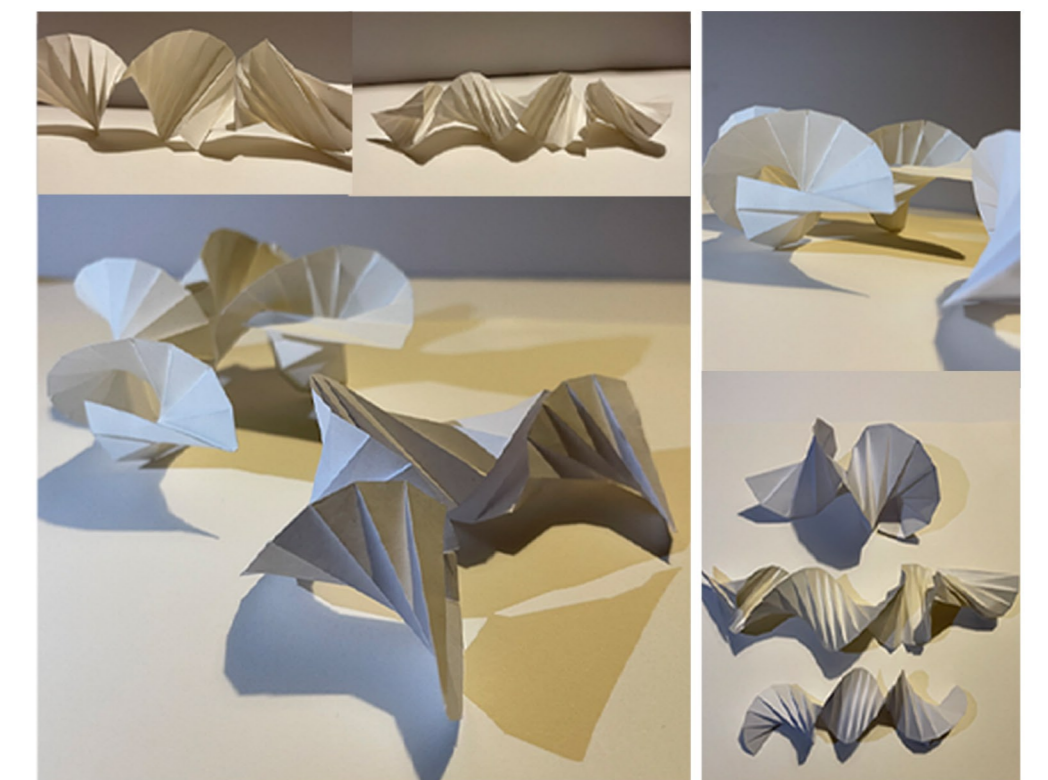
After viewing his many installations, James Turrell has inspired me to take forward this idea of creating a sense of disorientation within my design. To challenge this idea I have made a continuation of card and paper models and 3d Rhino visuals.



"Disorientation" Mass Model Making. Testing my vision in model form.



The movement design driver was inspired by the Cornea TI and Bodies in Motion installations. Both installations use movement in contrasting ways. Cornea TI conveys motion sensor lighting to detect movement levels of users walking through the installation, whilst the Bodies in Motion installation focus on movement experimentation using lighting. I am inspired by the idea of movement and want to explore this further again by the technique of mass model making.



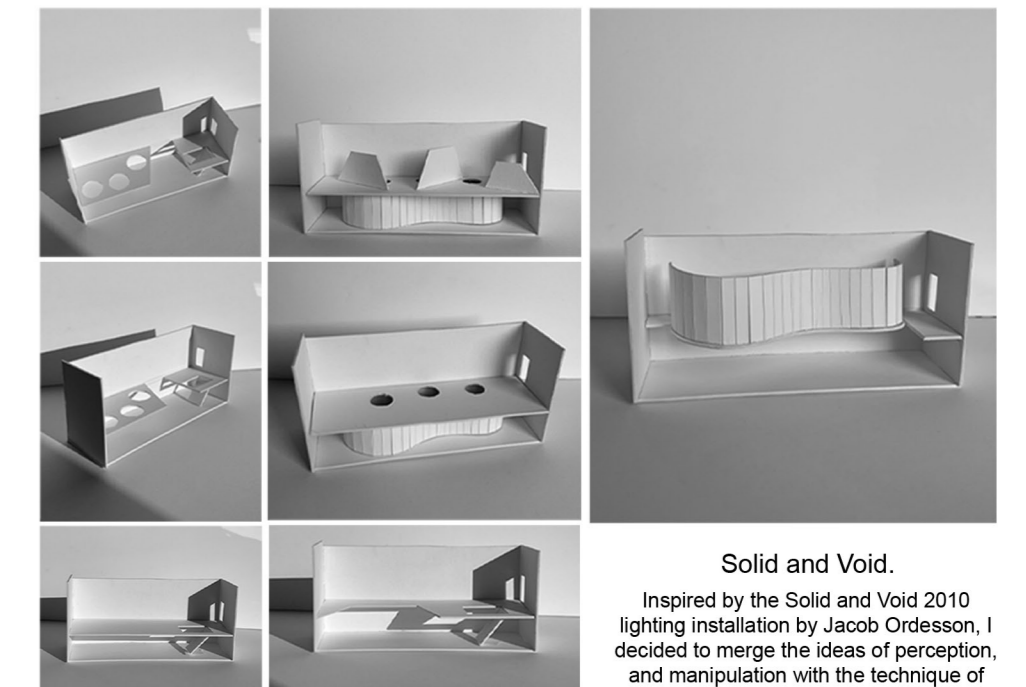
Movement through free-flowing spiral forms.



Testing the sense of disorientation through curved ceiling structures.



Movement through a space using vertical poles travelling viewers through the space. Creating a sense of direction and unity within the space.

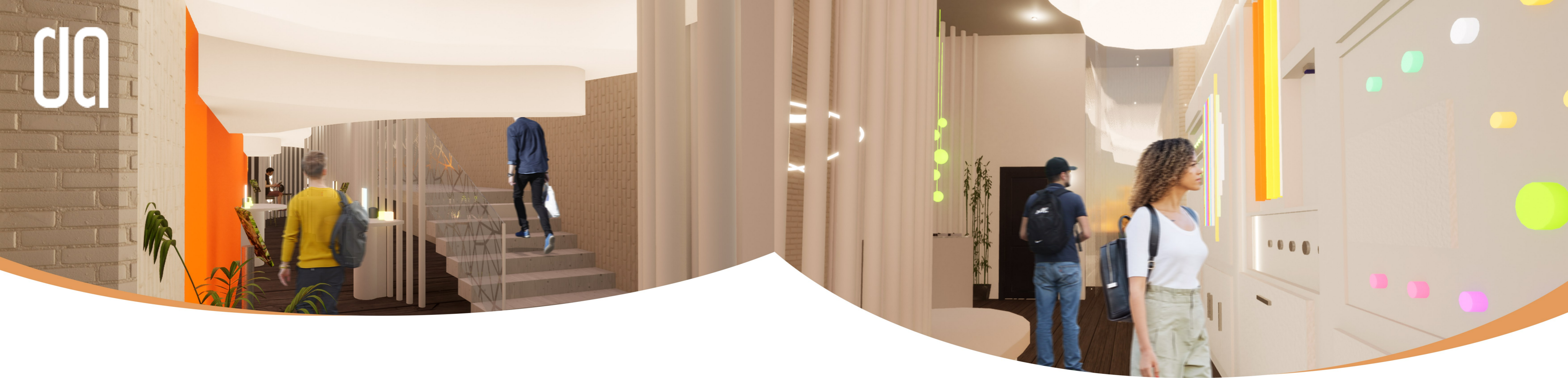


## Solid and Void.

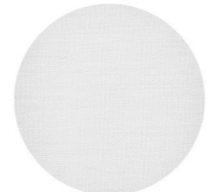
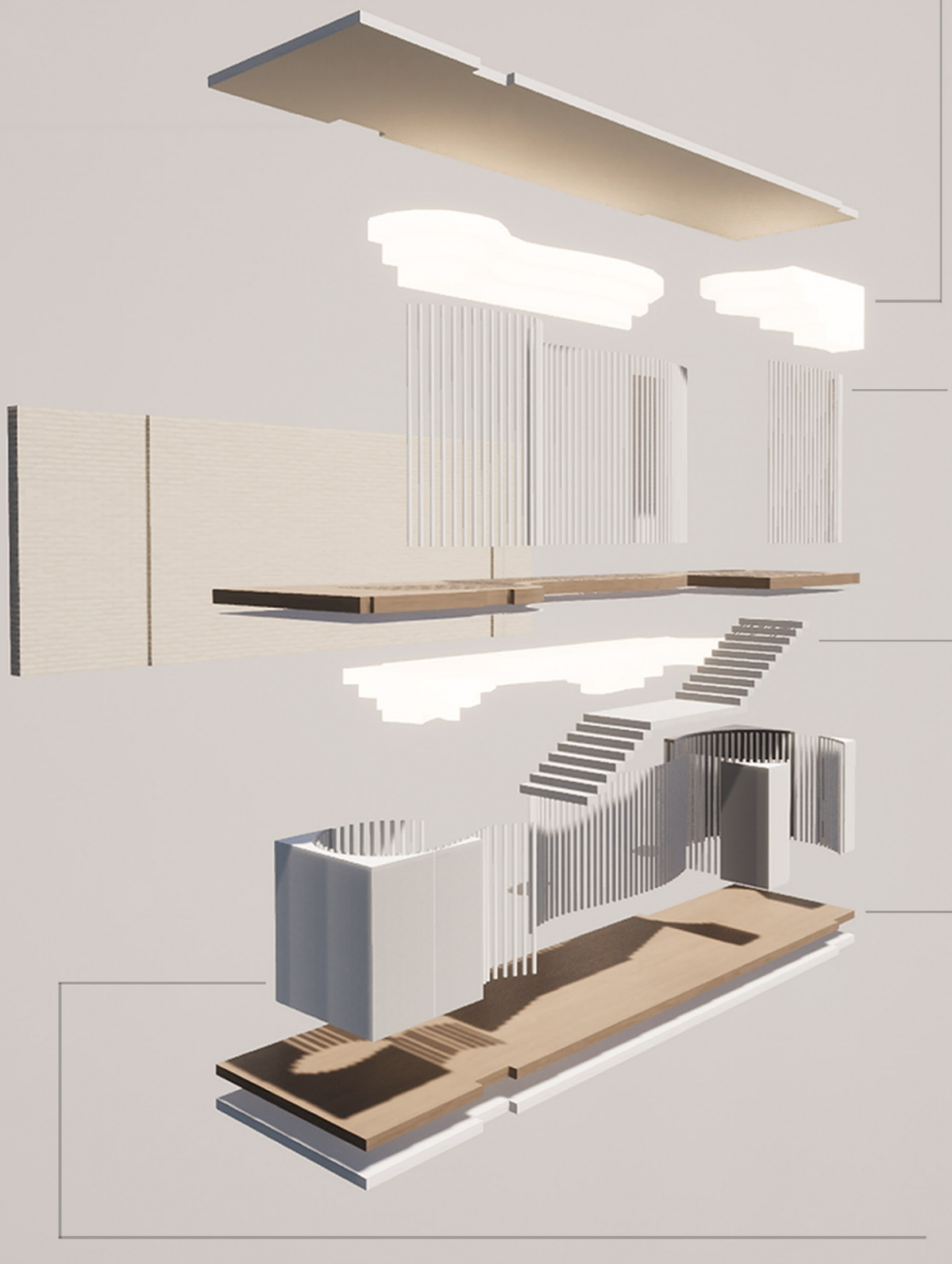
Inspired by the Solid and Void 2010 lighting installation by Jacob Ordesson, I decided to merge the ideas of perception, and manipulation with the technique of "solid and void" within the floors of my building.

I achieved this by making multiple models of the existing space and experimenting with cutting segments of the original building and manipulating the floorplans of the space visually.





### Structural Axonometric Diagram.



LAYERED CEILING PANELS  
Stretch Ceiling System.



INTERIOR WALLS



INTERIOR MOVEMENT  
POLLS.

Recycled Cork.



STAIRS.

White Oak Amtico Flooring. vinyl tiles.



FLOORING.  
Cornish Oak Amtico Flooring. vinyl  
tiles



ACOUSTIC COVERS.  
Melange PET Felt Panels.

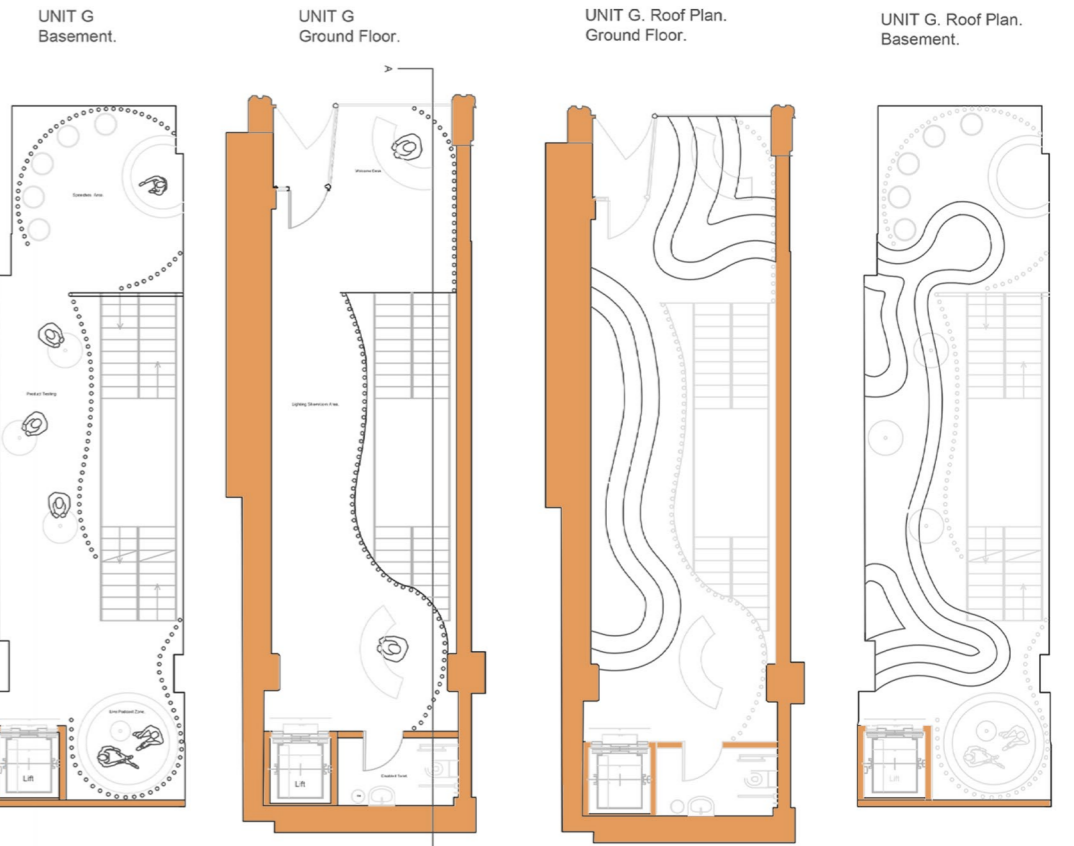
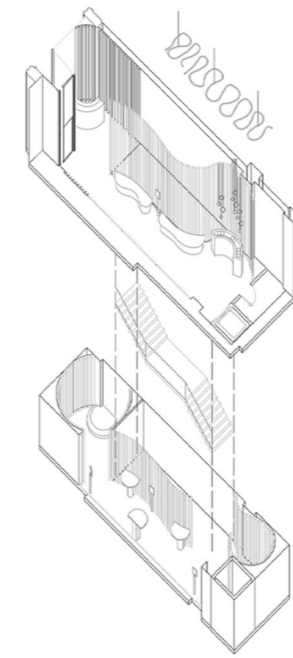
<p><b>Stretch Ceiling System.</b></p> <ul style="list-style-type: none"> <li>Made to measure for bespoke designs.</li> <li>Accessible lightweight and recyclable.</li> <li>Demountable frame option.</li> <li>Create shapes and forms.</li> <li>Translucent finishes</li> <li>75% light transmission is great for placing Digital Ambiance LED lights under.</li> <li>B-s1,d0 rated, equivalent to Class 'O' fire classification</li> <li>Track systems made in the UK preventing shipping pollution.</li> <li>Quick &amp; clean installation.</li> <li>Color White.</li> <li><a href="https://stretchceilings.co.uk/fighting-solutions/">https://stretchceilings.co.uk/fighting-solutions/</a></li> </ul>	<p><b>Cornish Oak Amtico Flooring.</b></p> <ul style="list-style-type: none"> <li>High-quality</li> <li>Durable</li> <li>Sustainable.</li> <li>Lifetime warranty</li> <li>Comes with a surface treatment.</li> <li>Total Thickness 2.5mm</li> <li>Wear Layer 1.0mm</li> <li><a href="https://www.amtico.com/flooring/products/product-search/ARDWB15/">https://www.amtico.com/flooring/products/product-search/ARDWB15/</a></li> </ul>
<p><b>Melange PET Felt Panels.</b></p> <ul style="list-style-type: none"> <li>Made of recycled plastic bottles.</li> <li>Easy to maintain and long-lasting.</li> <li>It can also be recycled again, once it is no longer needed.</li> <li>Great acoustic properties</li> <li>The Melange PET Felt Panels collection due to the panels' thickness, absorb sound creating a significantly improved acoustic environment: the panels will be located around the live podcast area and the speeches and talk zone. The space is largely open but by adding felt panels around designated spaces it creates a slightly more enclosed and private feel to these areas.</li> <li><a href="https://www.felt.com/product/melange-acoustic-pet-felt-panels-12-mm/">https://www.felt.com/product/melange-acoustic-pet-felt-panels-12-mm/</a></li> </ul>	<p><b>Recycled Cork.</b></p> <ul style="list-style-type: none"> <li>Cork natural and circular material known for its functionality as well as its inherent atmospheric qualities</li> <li>Poles can be produced by machining them out of bigger blocks of cork</li> <li>Poles will also be completely recyclable at the end of their life.</li> <li>Cork will be painted a white colour for the interior poles.</li> <li><a href="https://www.matrec.com/en/catalogo-material/roor2092">https://www.matrec.com/en/catalogo-material/roor2092</a></li> </ul>
<p><b>White Oak Amtico Flooring.</b></p> <ul style="list-style-type: none"> <li>High-quality</li> <li>Durable</li> <li>Sustainable.</li> <li>Lifetime warranty</li> <li>Comes with a surface treatment.</li> <li>Total Thickness 6.0mm</li> <li>Wear Layer 0.55mm</li> </ul>	<p>The interior walls in my building have been stripped back to natural brick work. The interior design of my space doesn't respond to the exterior or site analysis findings in this particular scheme. Although this was intentional I wanted to add a 'cold' bare feel to the walls by stripping them back to brick and painting them 'cream' white to complement the LED and surrounding artical lighting within the space. This is a subtle way for users to feel visual connection from the exterior red distinctive brickwork of the building through to the ground floor and basement level interior.</p>

### Materiality Specification.

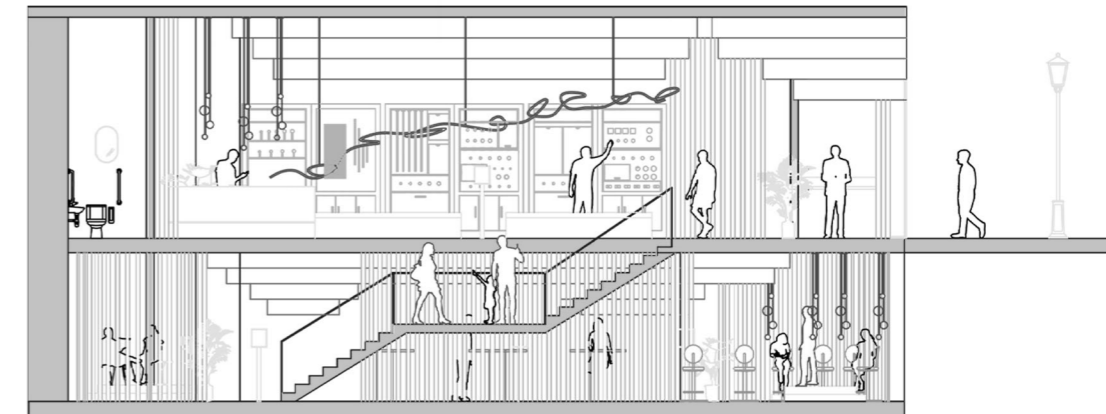
After studying Environmental sustainability design it was important to me to incorporate sustainable and environmental products as much as possible when specifying materials for my interior. Using the website 'G2ccertified' I was able to source recognised materials. The Products listed are assessed for environmental and social performance across five critical sustainability categories, material health, material reuse, renewable energy, and carbon management, water stewardship, and social fairness. Below is a materials board and axonometric visual showcasing the materiality chosen for my scheme.



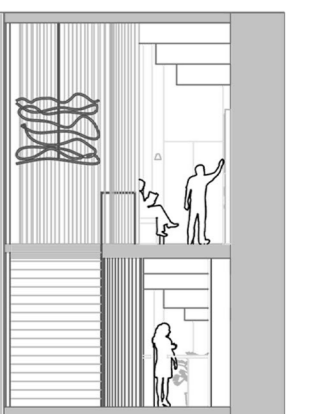
Project:	ARC5037
	Project Two.
Building Name:	Central Methodist Hall.
General Arrangement Plans:	Unit G - 218 Corporation St, Birmingham B4 6QB.
Drawn By:	Grace Dickerson.
Date:	17/04/2022
Scale:	1:100



Unit G section A. Scale 1:100



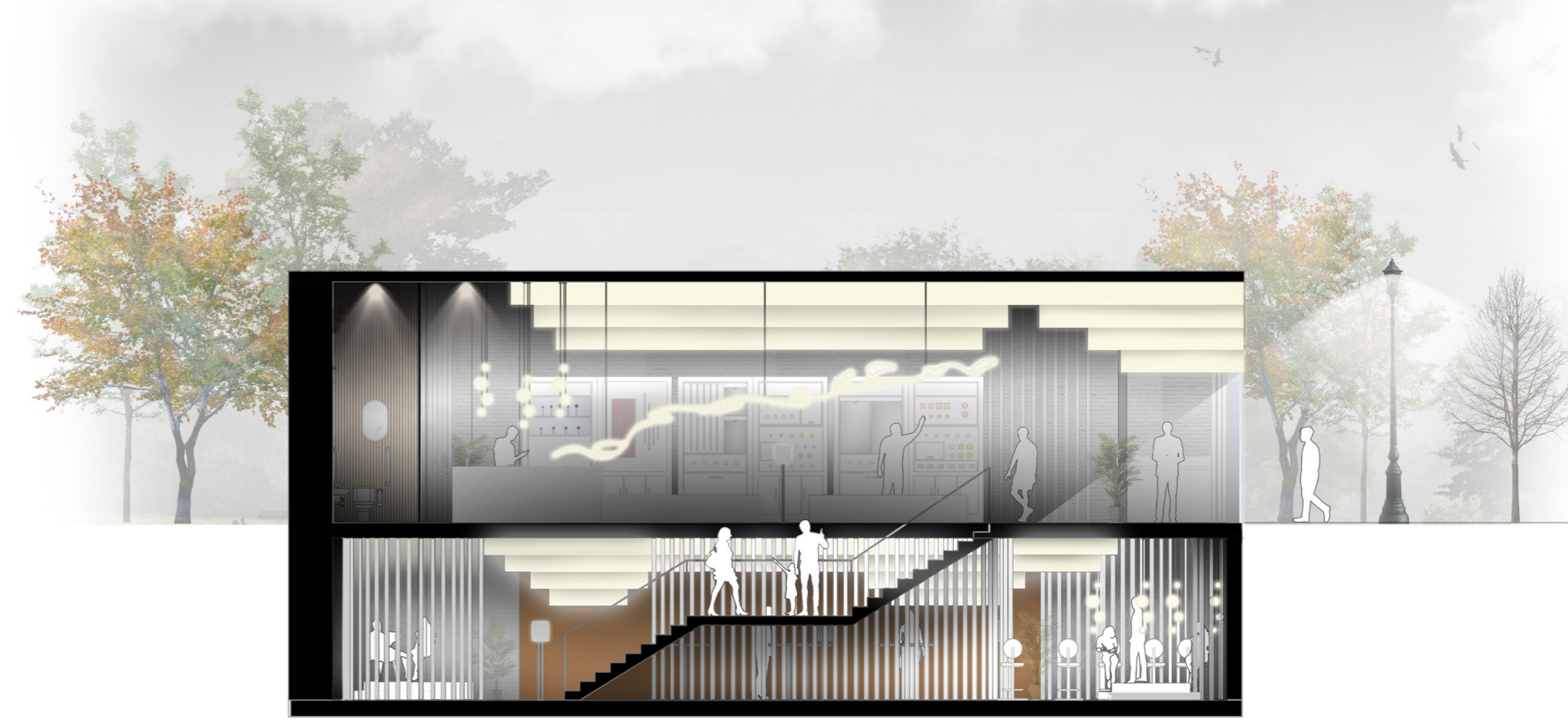
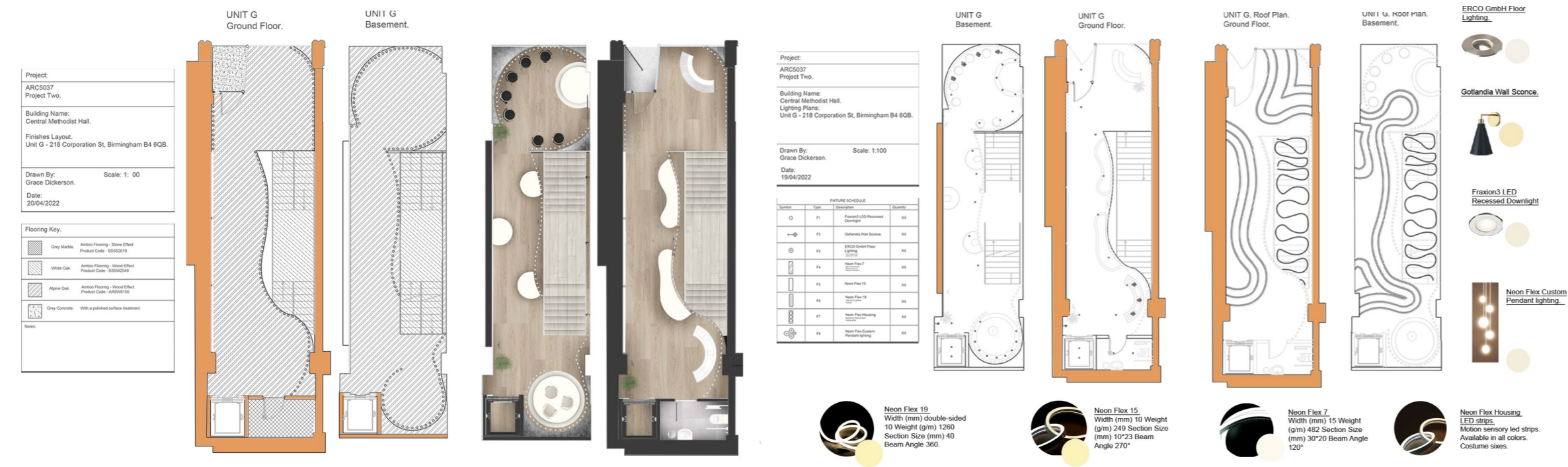
Unit G Elevation B. Scale 1:100



### Exterior 3D Visuals.





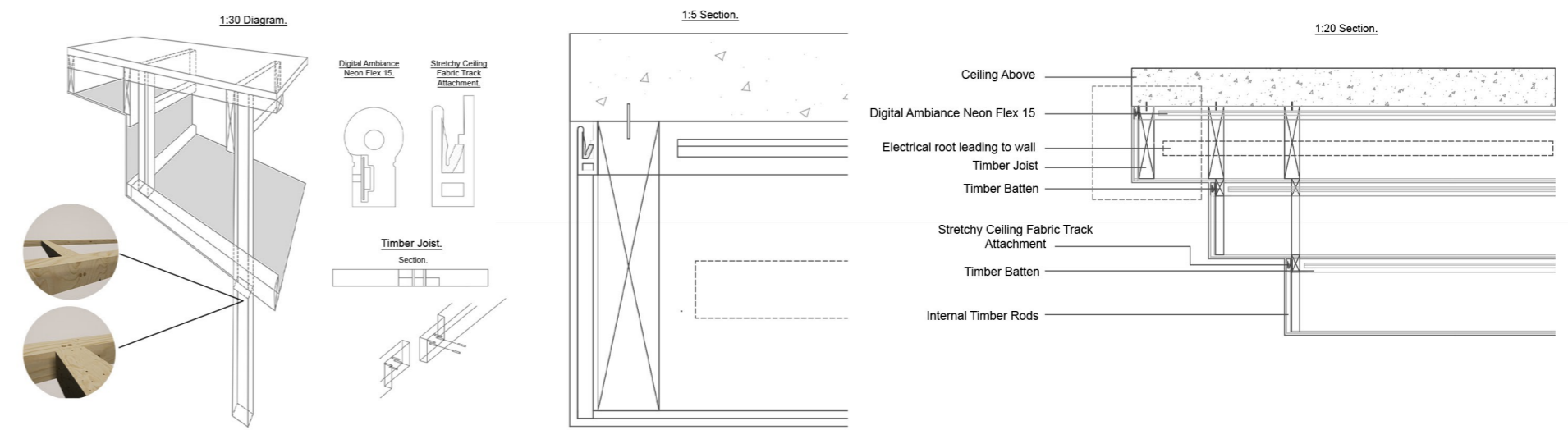


Digital Ambiance Lighting Showroom.

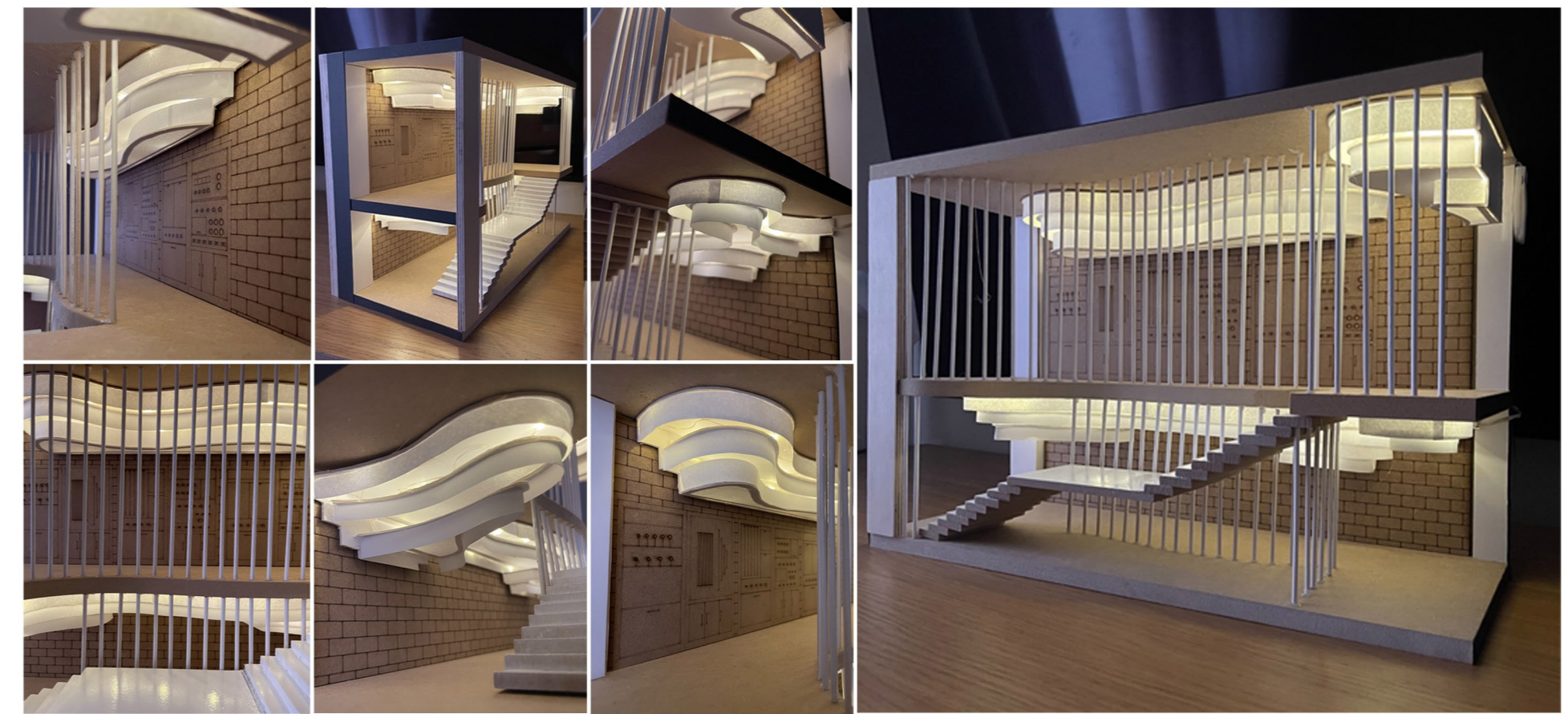


The Digital Ambiance Lighting Showroom located on the ground floor of the building is part showroom part experience. Users of the space can get interactive with the touch lighting wall where all the lighting products from Digital Ambiance are on display. Lighting within the store can also be adjusted and manipulated in tone and colour with touchscreen stands. There are two of these located on the ground floor area and three on the basement level.

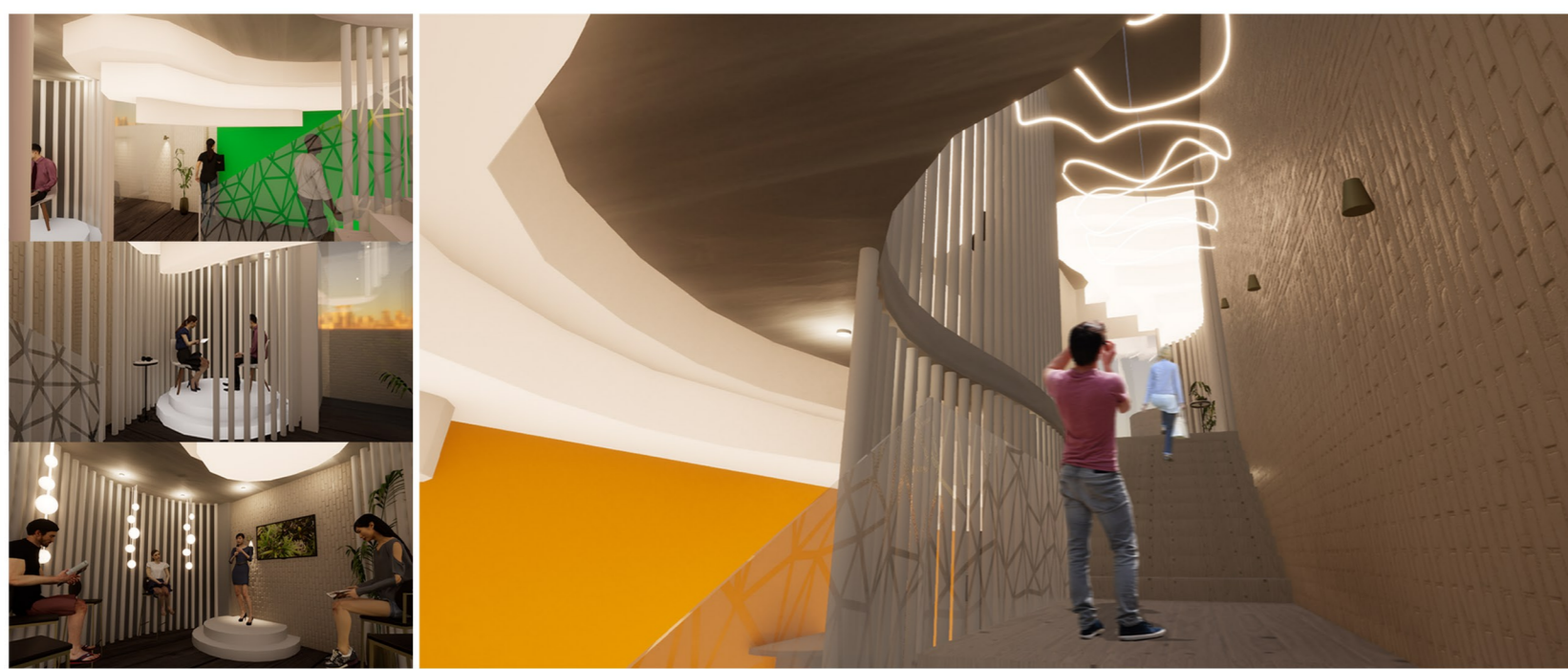
Ceiling Lighting Fixture Detail Drawings.



Final Exhibition Model. Scale 1:20.



Digital Ambiance Lighting Experience.



Based on the basement level of the venue is the Lighting Experience. Users of this space get the chance to listen to the live podcast hosted by Digital Ambiance staff, and special guests from the Event Technology and Lighting Industry. In addition, the Lighting Immersive Experience is the speeches and talk area where Digital Ambiance can share their more impressive projects in depth. Product Testing is the final area where users can experience hands-on the lighting products on display.

Wood Workshop Images.



My Exhibition model is a section of the centre of the building. The model showcases the form of the interior building and lighting from the ceiling depth curved lighting structures.

Materials Used: Card, MDF, White spray-paint, LED wire lights for the ceiling fixtures.

Made In: Laser cutting, Woodwork shop.

