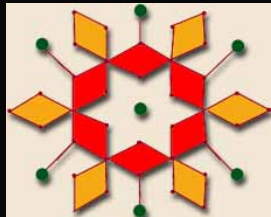


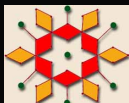
Design of luminaires

Guide : Prof Athavankar



by Ritu Sonalika

- *To design a family of luminaires with a contemporary Indian image for showrooms selling exclusively Indian products.*
- The design of luminaires should complement to the image of the space and the products being retailed.
- To develop a different language for lighting of showrooms.
- The luminaires can be batch produced using a combination of craft and industrial production.
- Luminaires facilitating different objectives.



SHOWROOM DESIGN – current scenario

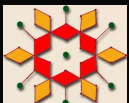


- The language of showroom does not complement the design of luminaires
- Fixtures available are limited.
- Lighting layouts do not complement to the space.
- High and uniform lighting

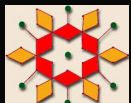


PENDANT LUMINAIRE – lots to offer

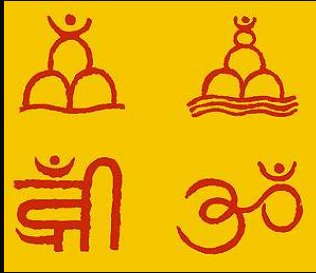
- **Highlight spaces and products below.**
- **To reduce voluminous space.**
- **Can define a personal space in a large space**
- **Flexibility**



- **Should fit in large volumes of spaces, with a difference**
- **Product should be able to fit in various design themes – contemporary to traditional language**
- **Integration of craft and industrial product**
- **Idea of customisation – to give individuality to showrooms**
- **Idea of standardization**
- **Indianness with a contemporary image.**



INDIANNESS IN DESIGN – an approach



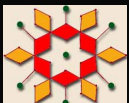
- No design references available, except traditional lamps

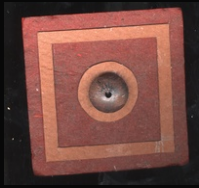
- Approach

Imagery – Integration of Indian motifs, forms

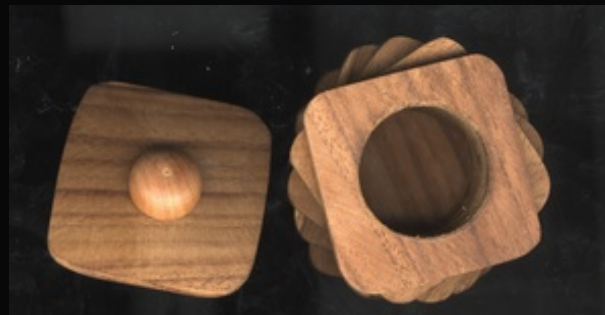
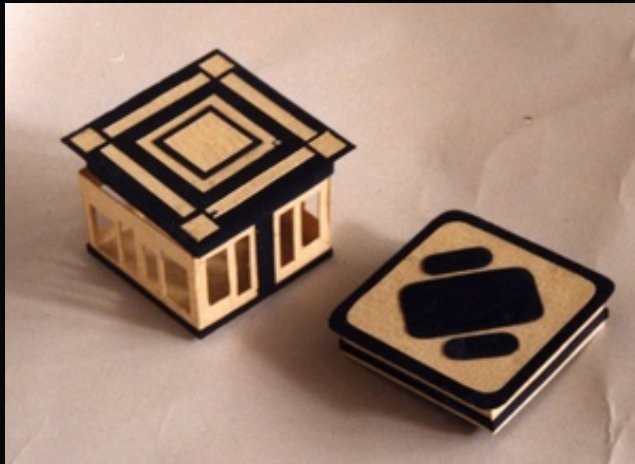
Understanding inherent quality of lamps – reinterpreting the hidden elements of traditional lamps

Contemporariness – fit in with all the latest requirements.

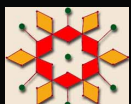




INDIANNESS IN DESIGN – an approach



- Imagery an experience

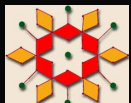


Design of luminaires

INDIANNESS IN DESIGN – an approach



- Imagery an experience

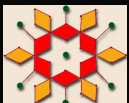


Design of luminaires

INDIANNESS IN DESIGN – an insight



- Personalisation
- Wide variety of choice



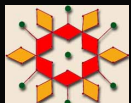
Design of luminaires



INITIAL EXPLORATIONS

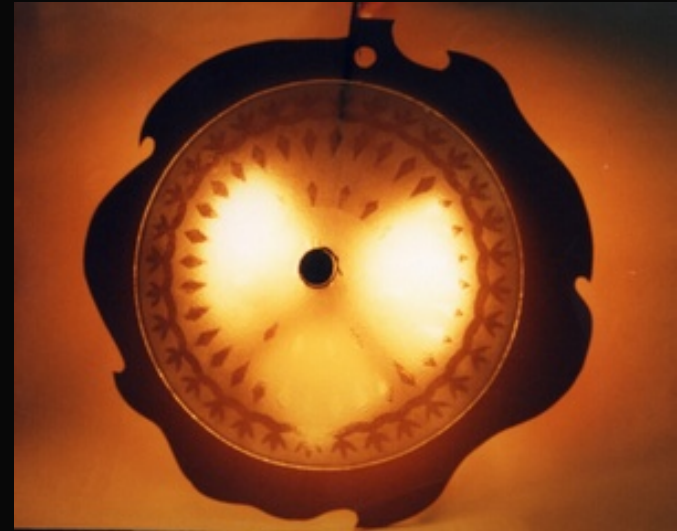


- Play of light and shadow

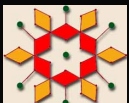


Design of luminaires

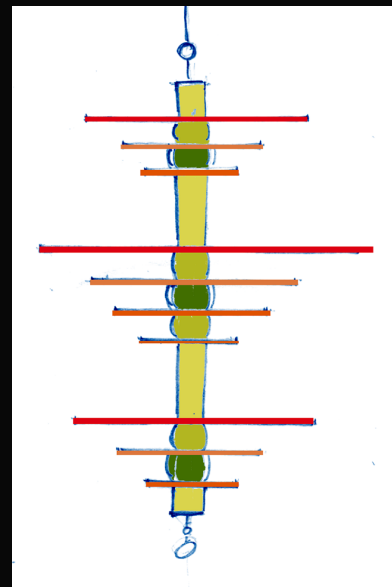
INITIAL EXPLORATIONS



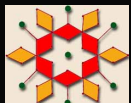
- **Material and their play with light**



CONCEPT OF DESIGN



- Column of light

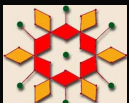


Design of luminaires

CONCEPT OF DESIGN



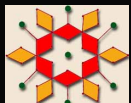
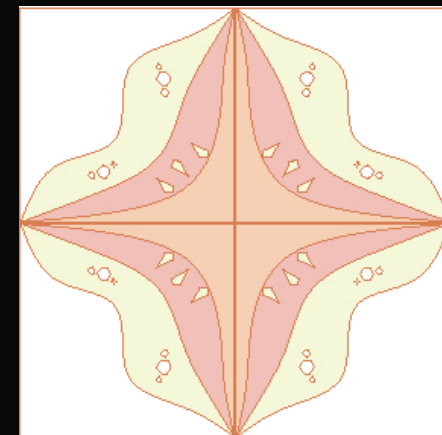
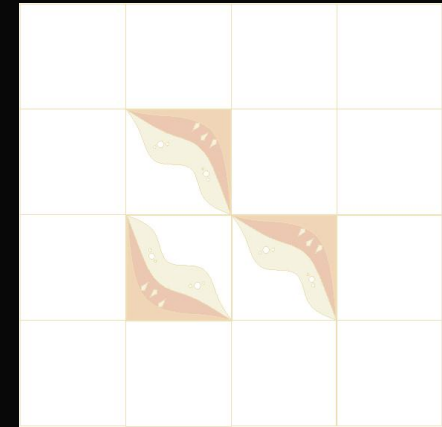
- **Celebration of light where light is the central core with members around it.**



CONCEPT OF DESIGN



- **False ceiling - layers of light**

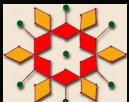
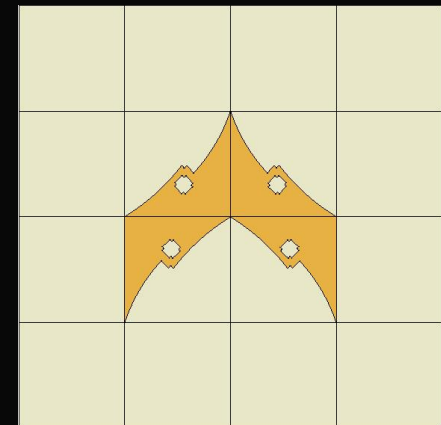
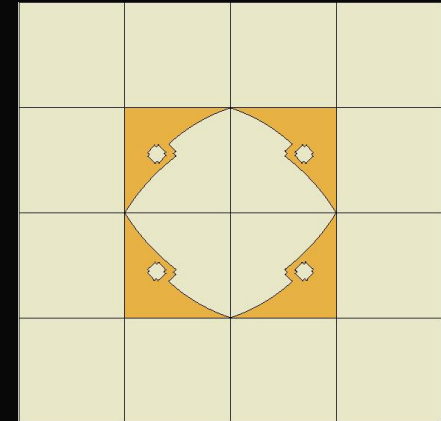


Design of luminaires

CONCEPT OF DESIGN

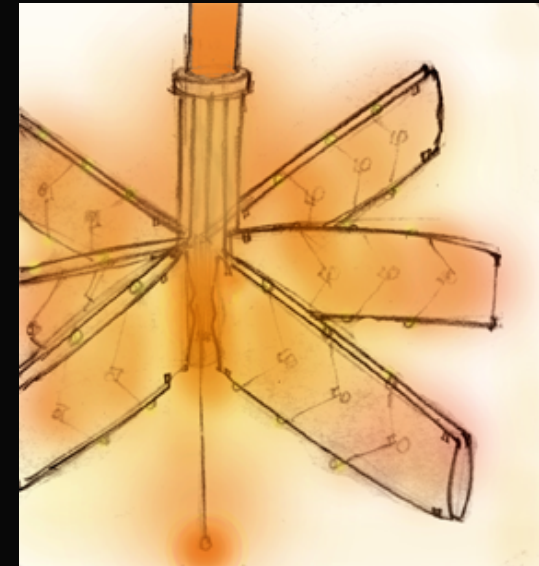
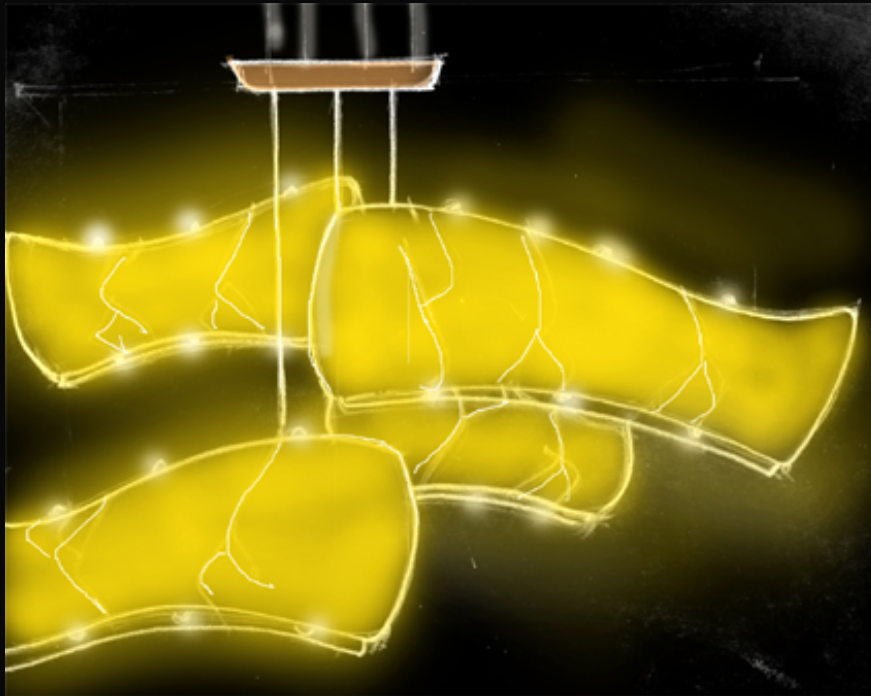


- False ceiling

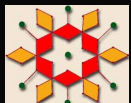


Design of luminaires

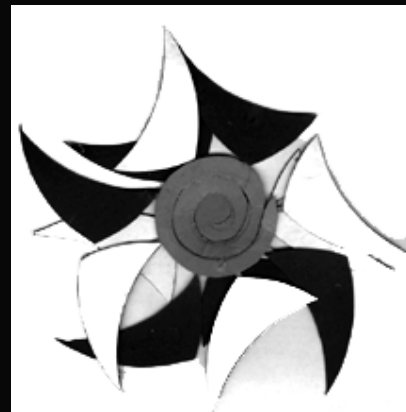
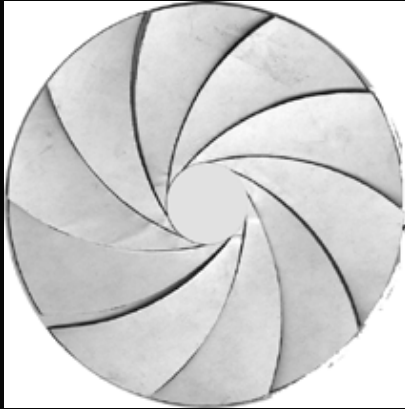
CONCEPT OF DESIGN



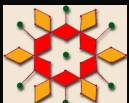
- **Light as an element which creates framework in space**
- **Metaphor - fish**

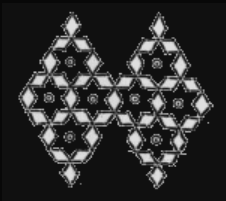


KEY TO DESIGN

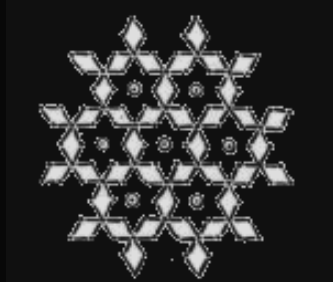


- Light as an element which creates framework in space
- Same element repeated in multiple ways
- Creates variety a necessity for showrooms

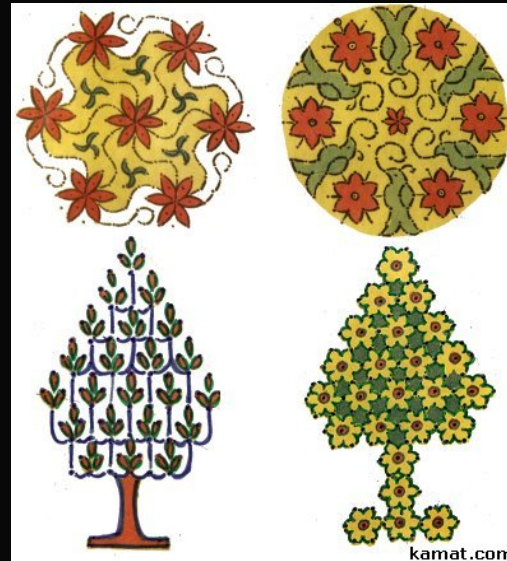
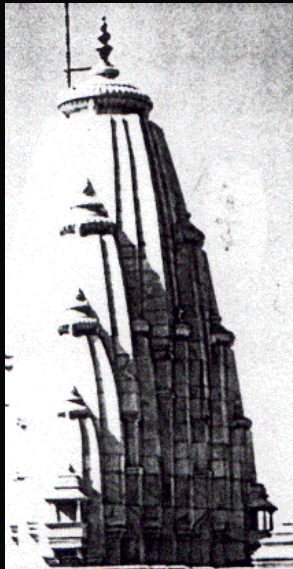




KEY TO DESIGN



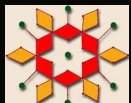
- Idea of fractals



Art and architecture

Temple plans

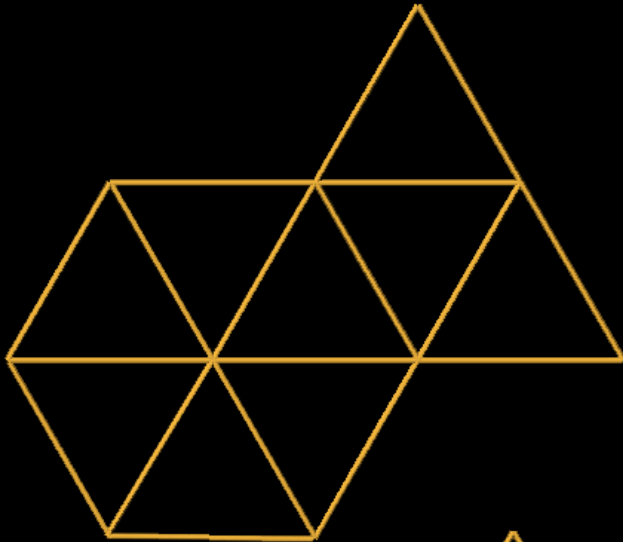
Rangoli



Design of luminaires



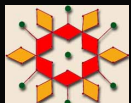
KEY TO DESIGN



- Idea of geometry

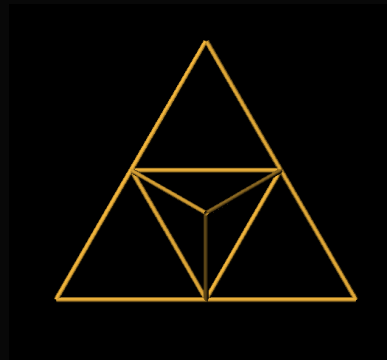
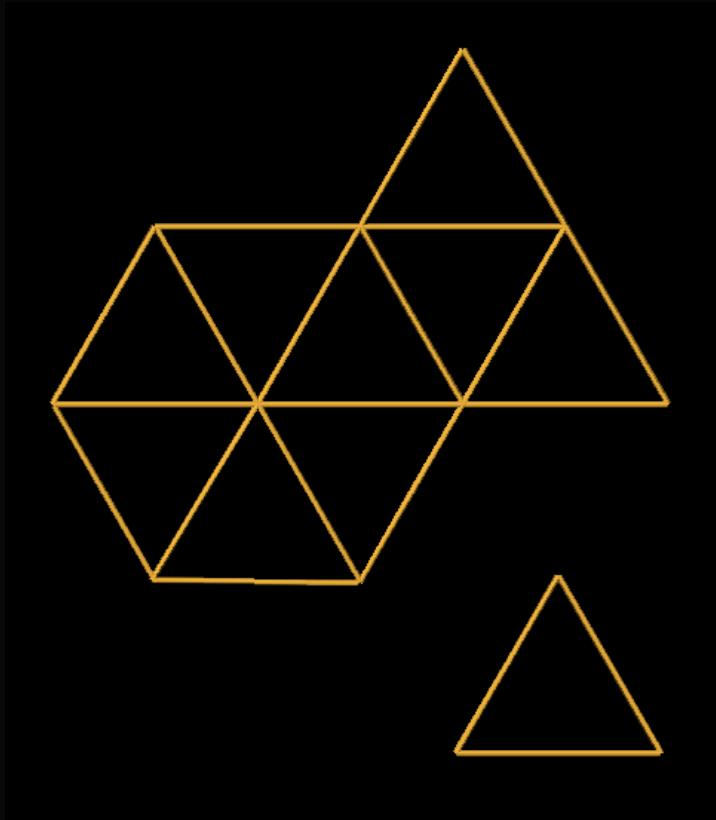
Tetrahedron

Equilateral triangles

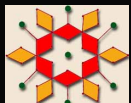


Design of luminaires

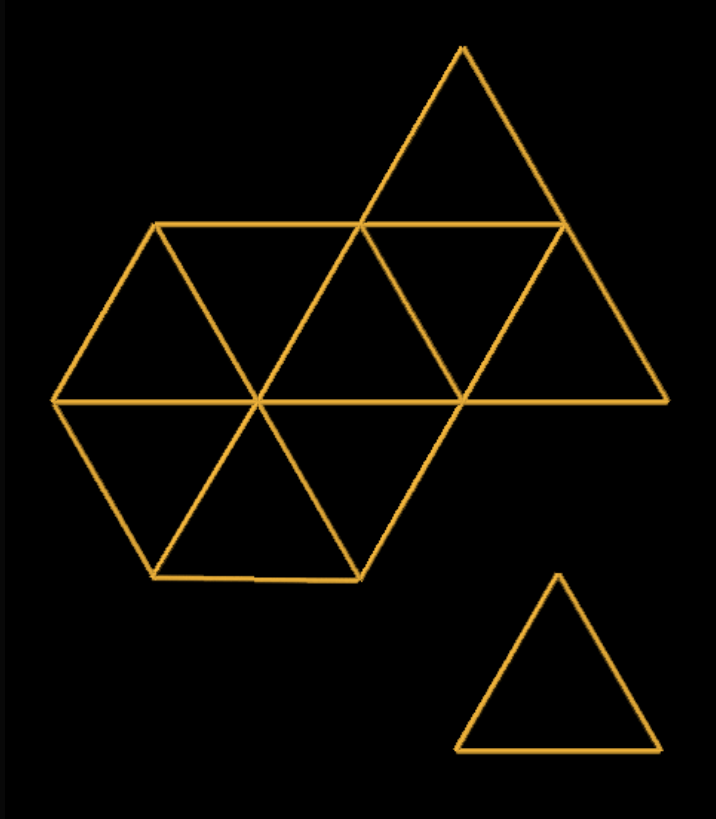
KEY TO DESIGN



- **Standardization**
- **Customization**
- **Variety**
- **Personalization**
- **Possible creative inputs**



ELEMENTS OF DESIGN

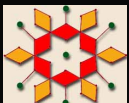


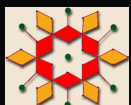
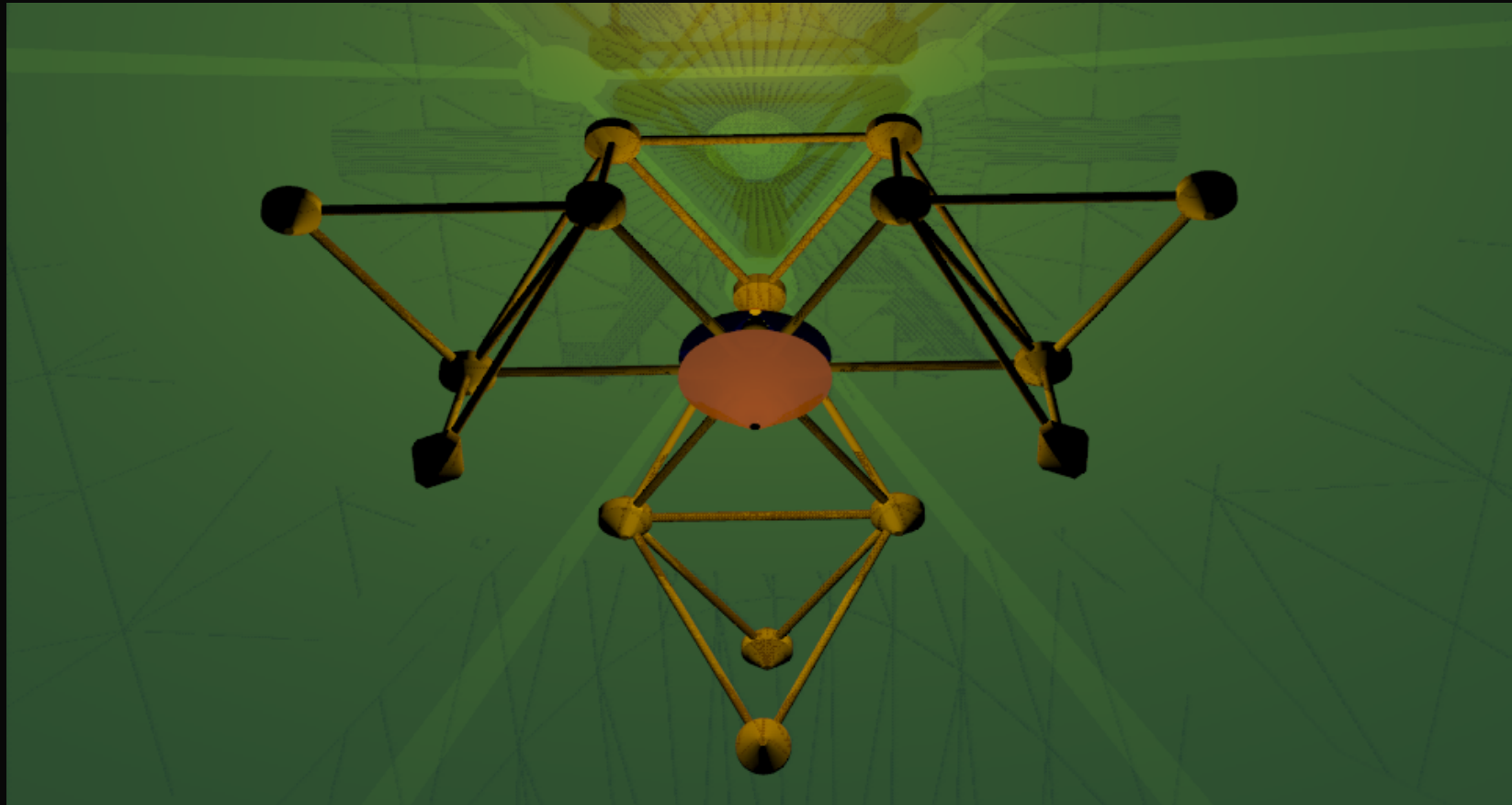
Variety

- **Members**
- **Luminaires**

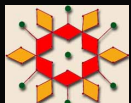
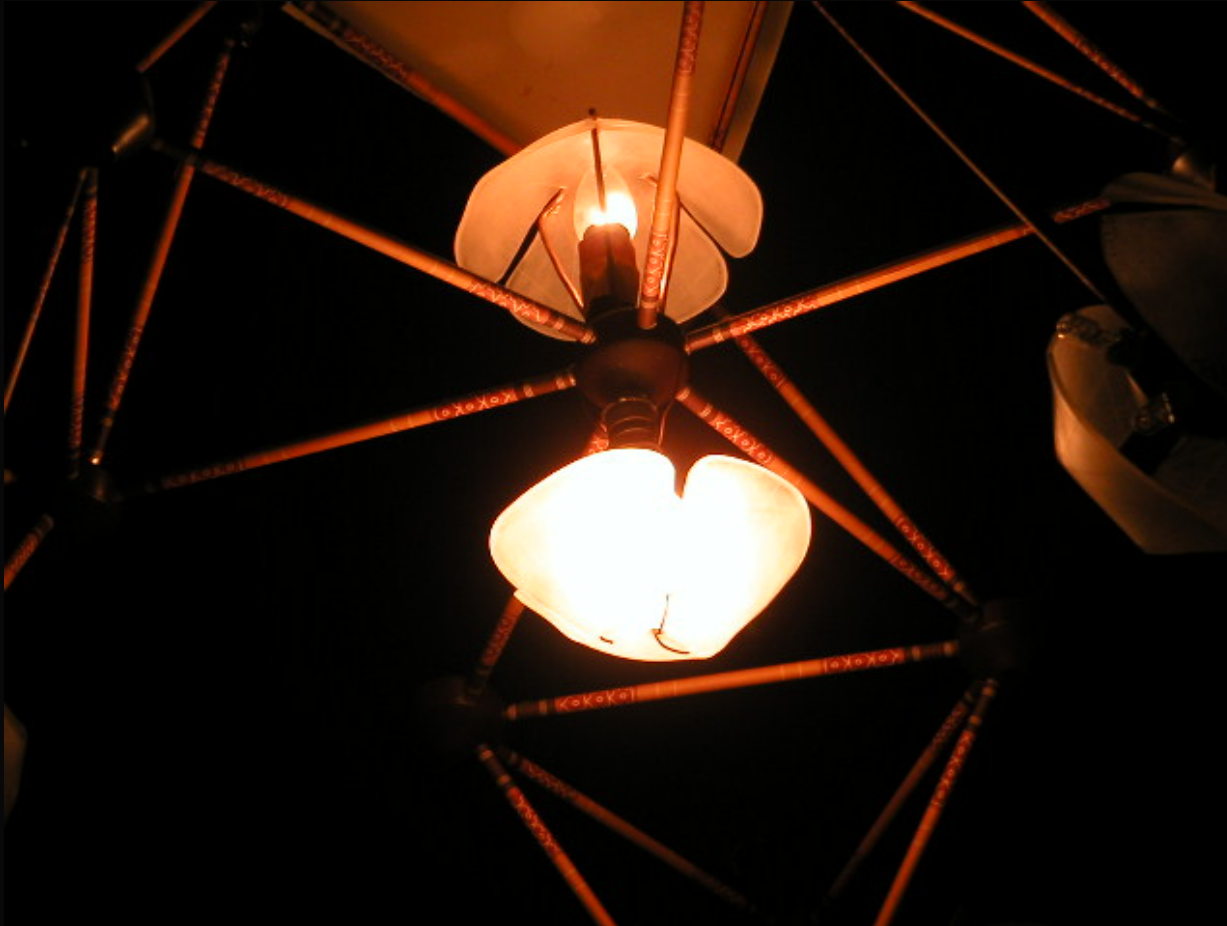
Standardization

- **Junction**
- **Hardware**



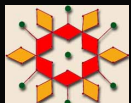


DESIGN



Design of luminaires

DESIGN



Design of luminaires

DESIGN



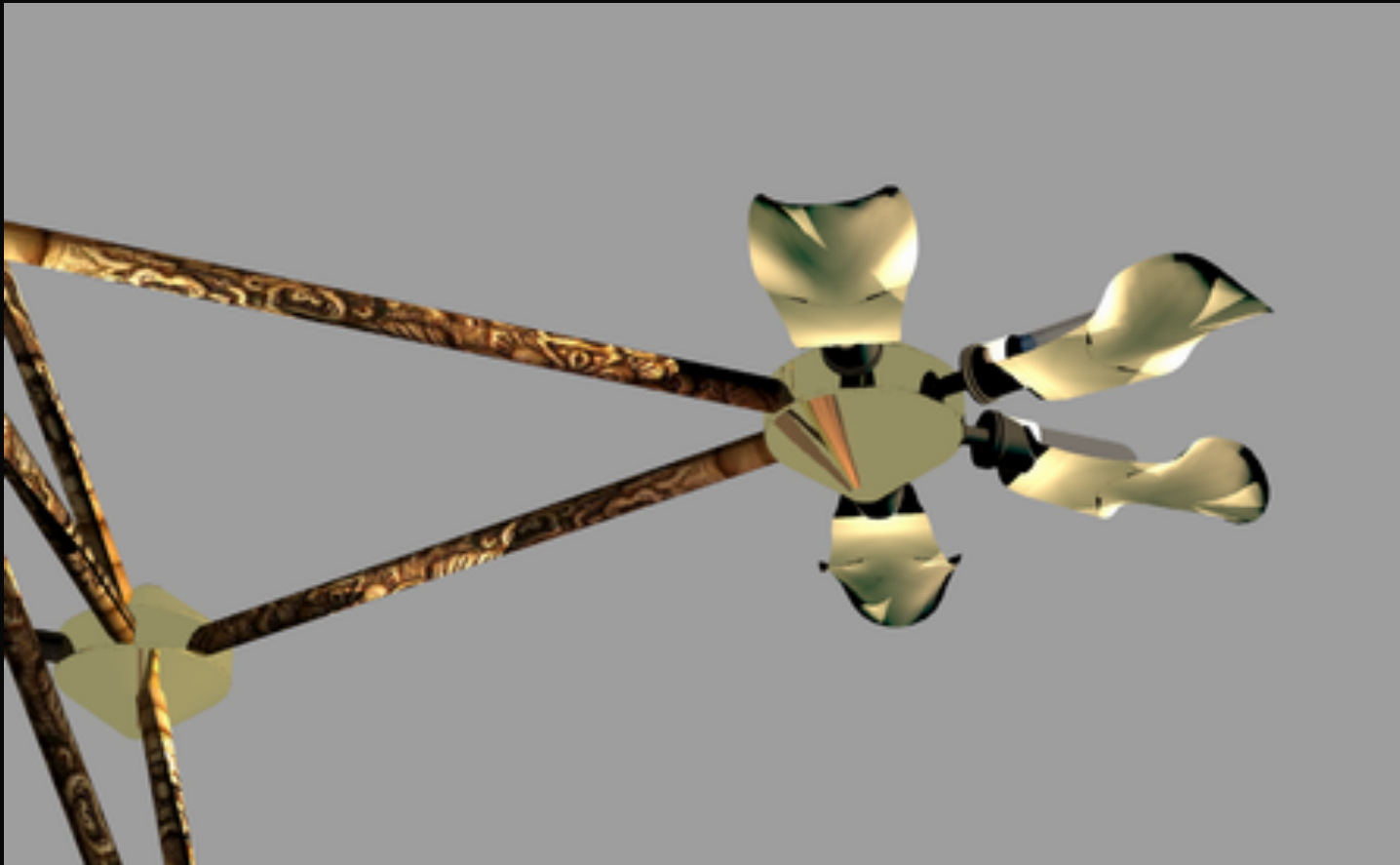
Design of luminaires

DESIGN

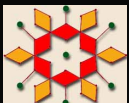


Design of luminaires

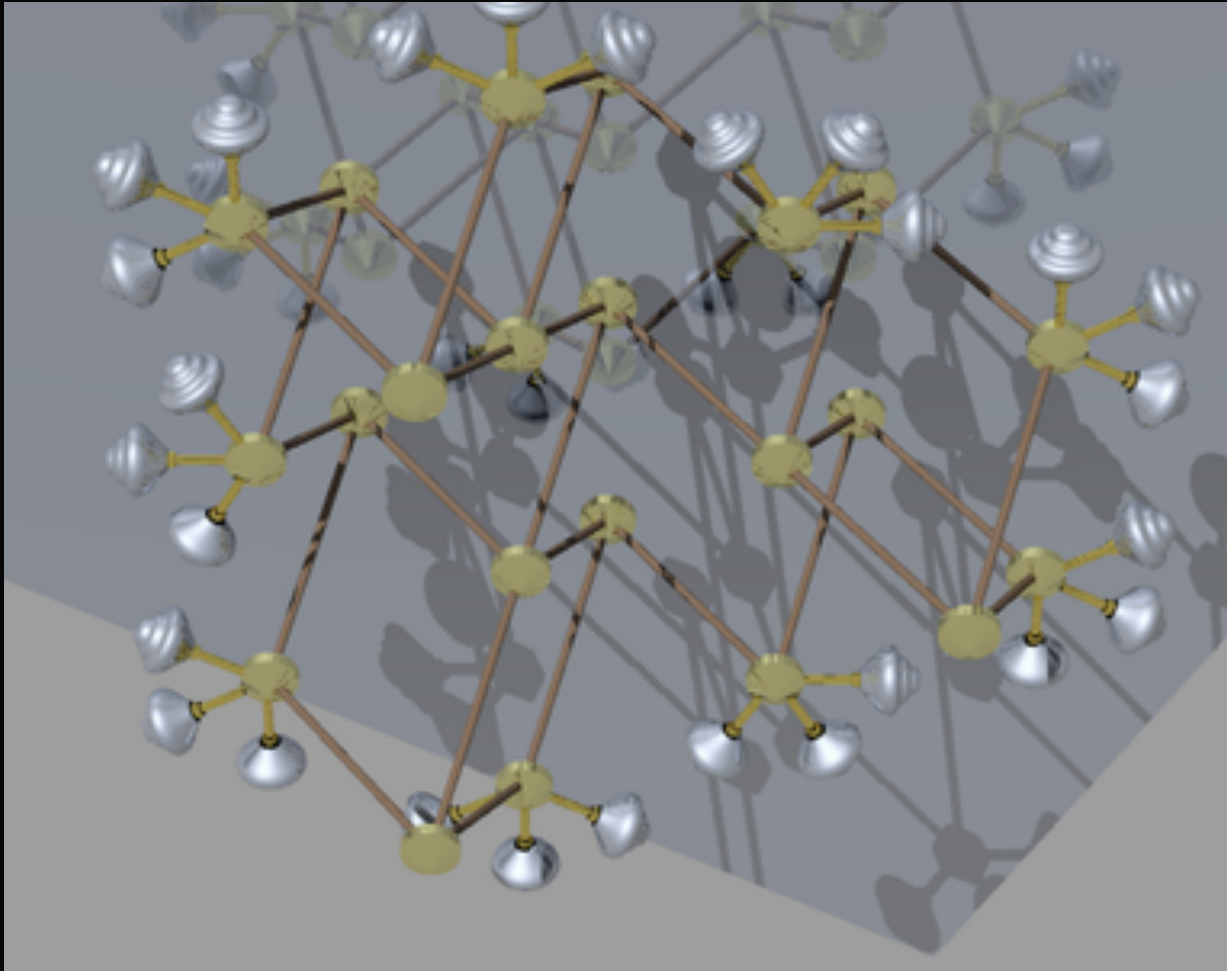
Elements and there expression



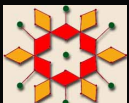
- Elements and their expression will decide the visual language of showroom and vice versa



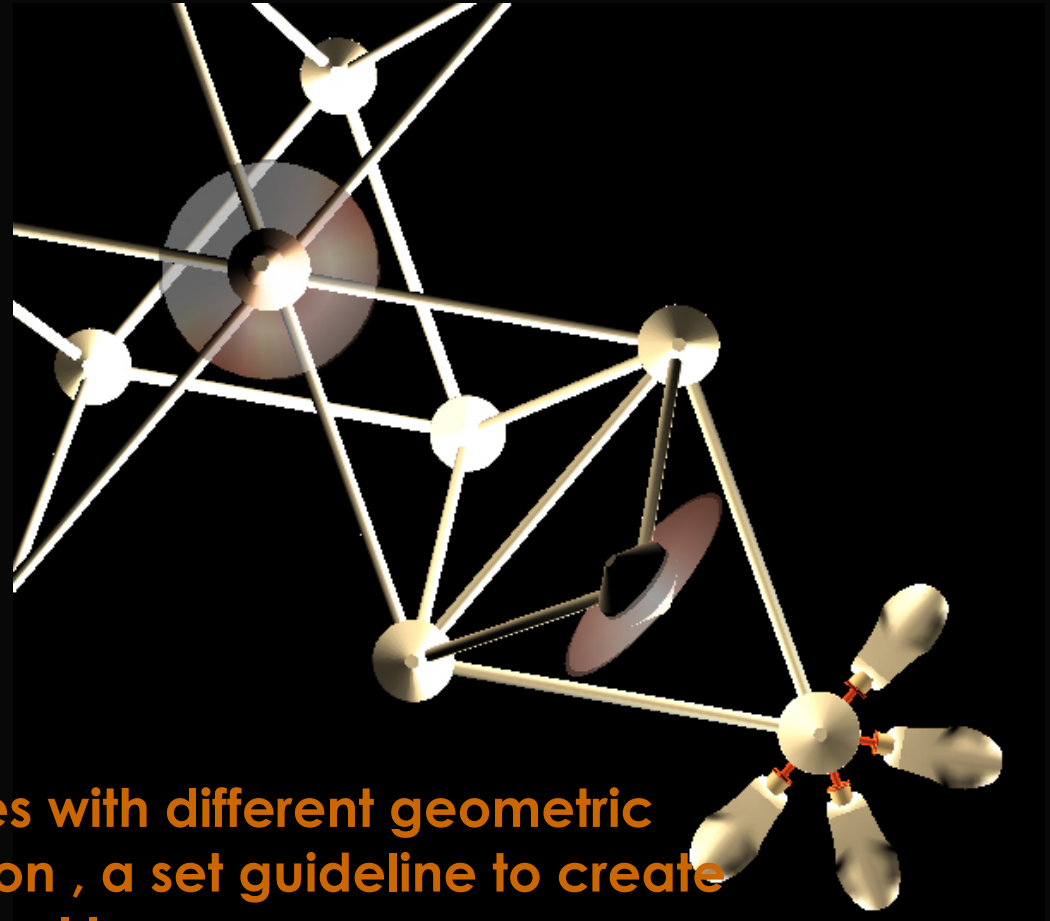
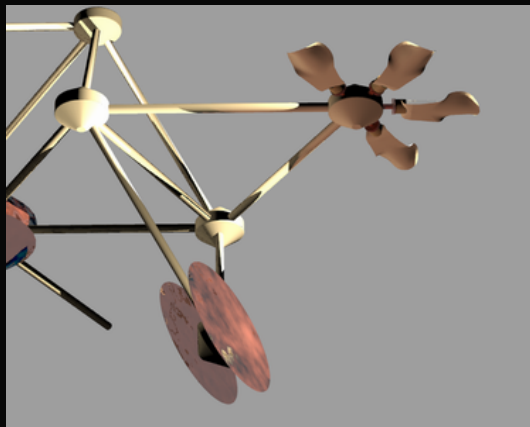
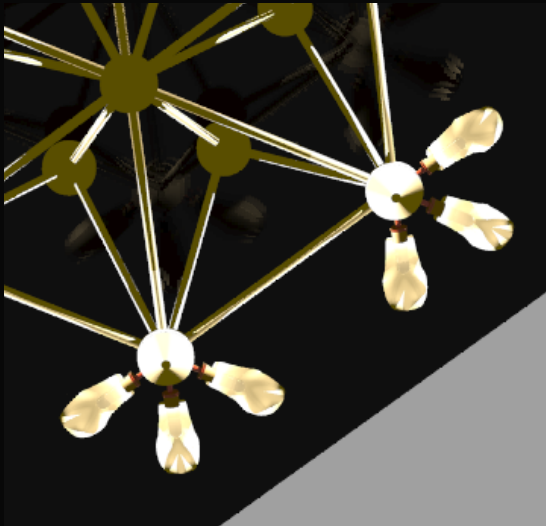
Elements and there expression



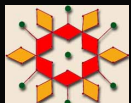
- Will also decide the range of product.



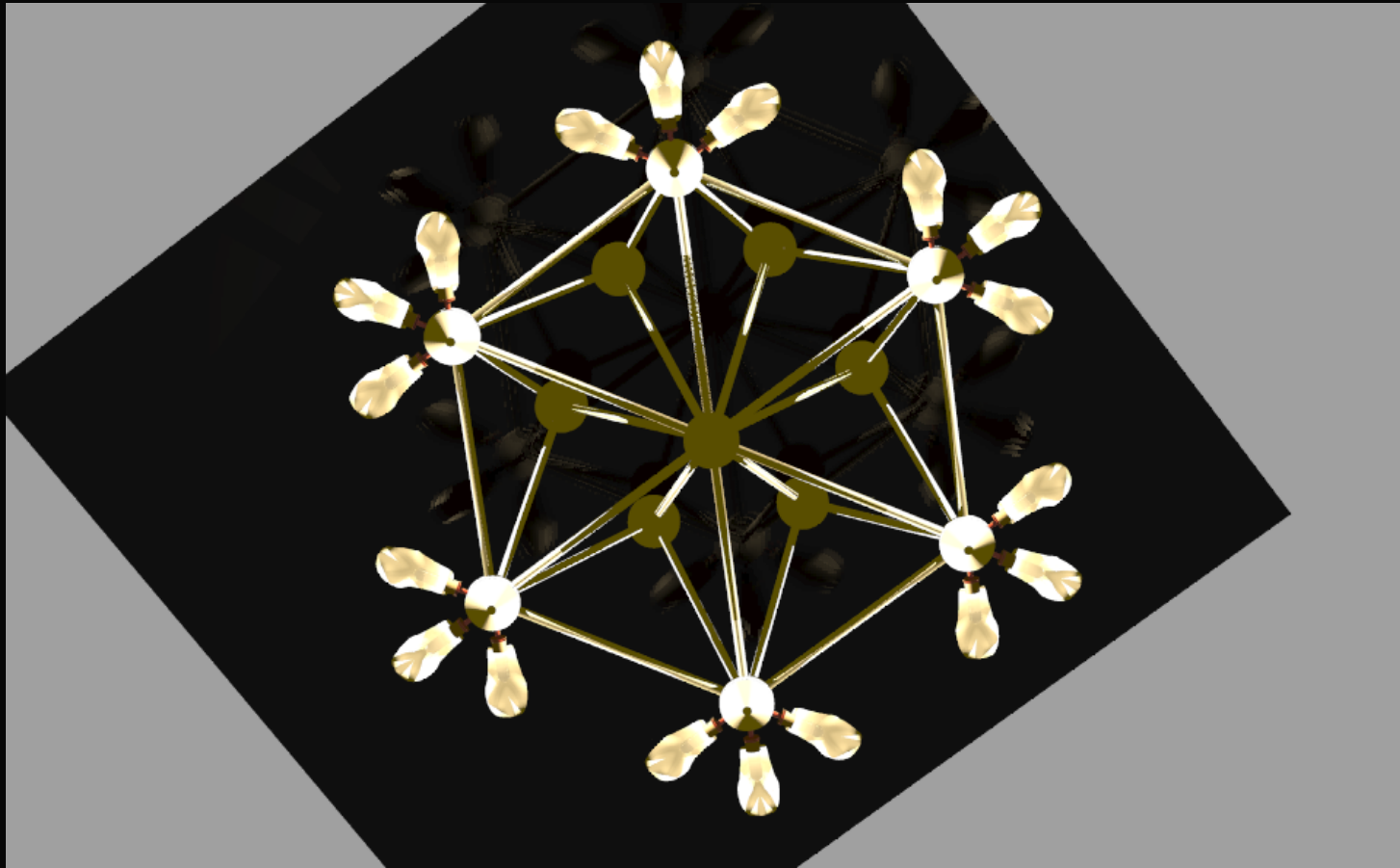
DESIGN GUIDELINES



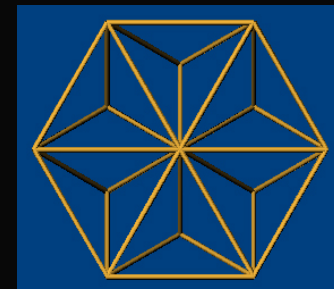
- **Luminaires with different geometric configuration , a set guideline to create order in visual language**



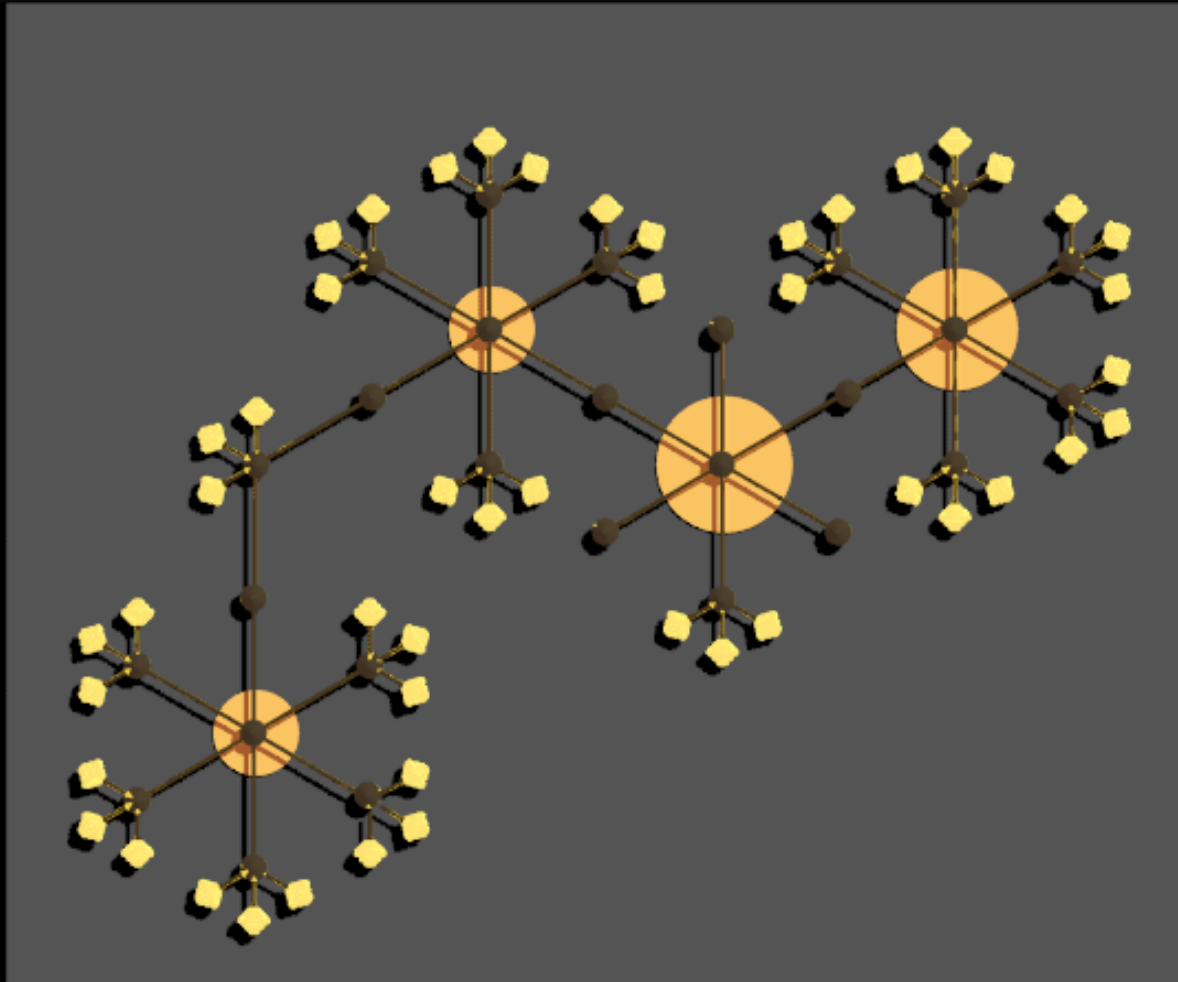
DESIGN POSSIBILITIES



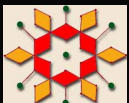
- A simple configuration



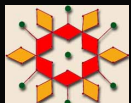
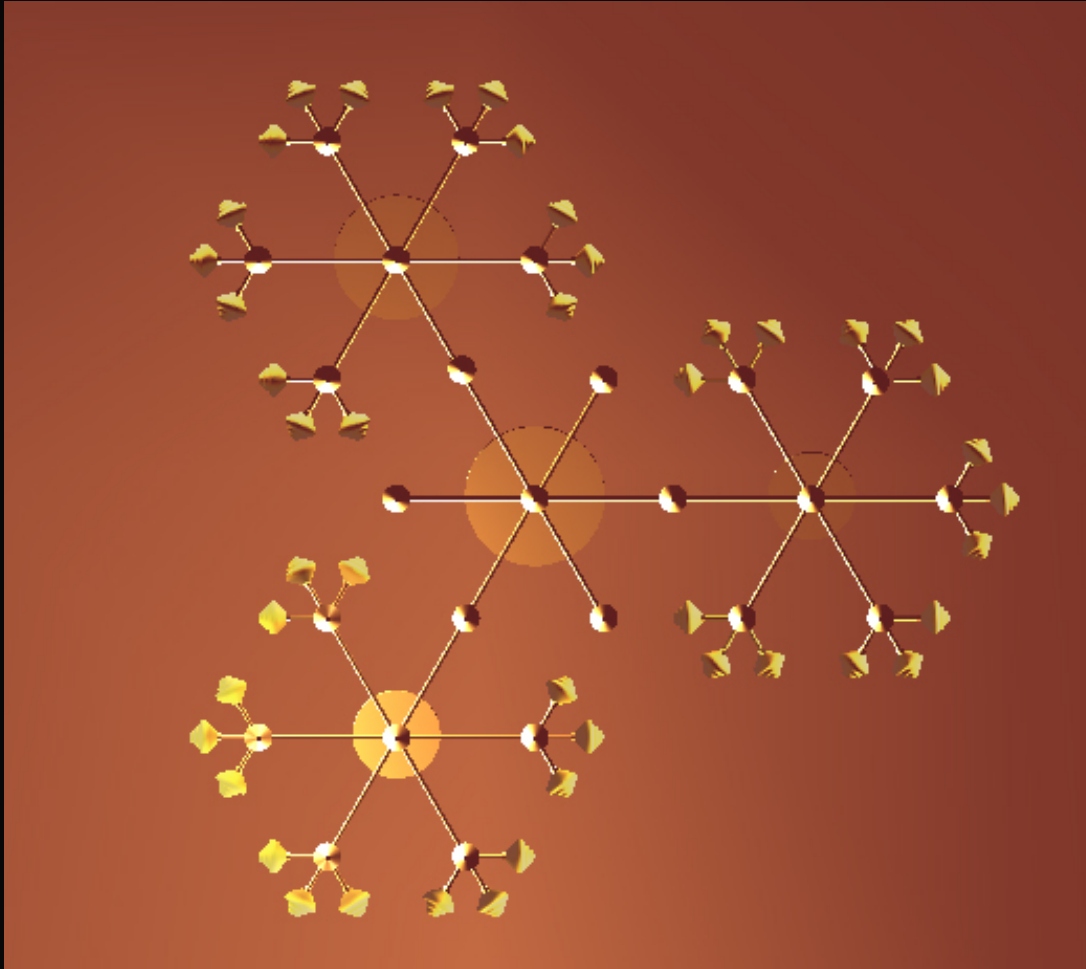
DESIGN POSSIBILITIES



- Tree like growth can highlight the important areas of the showroom.

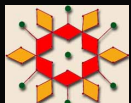
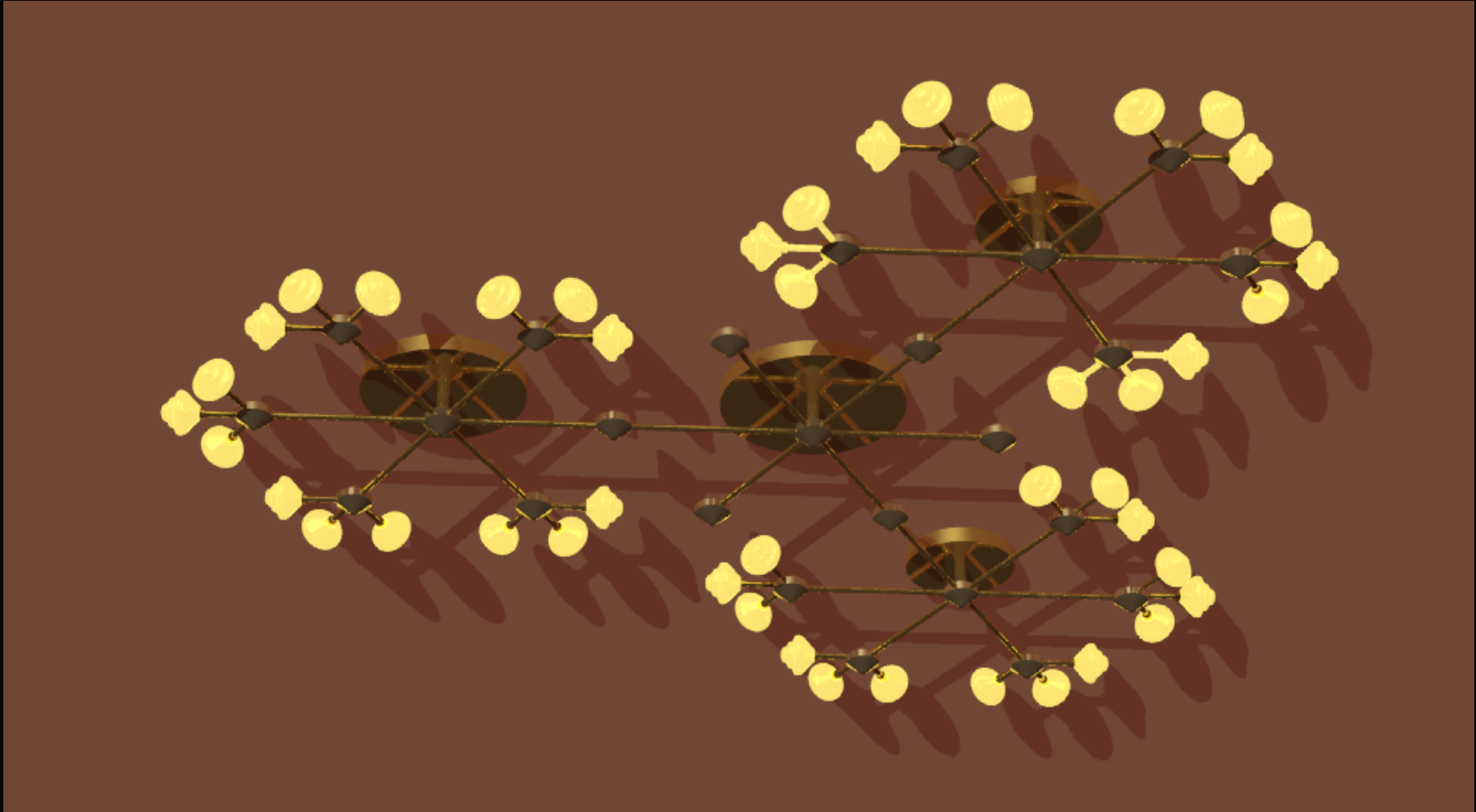


DESIGN POSSIBILITIES



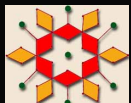
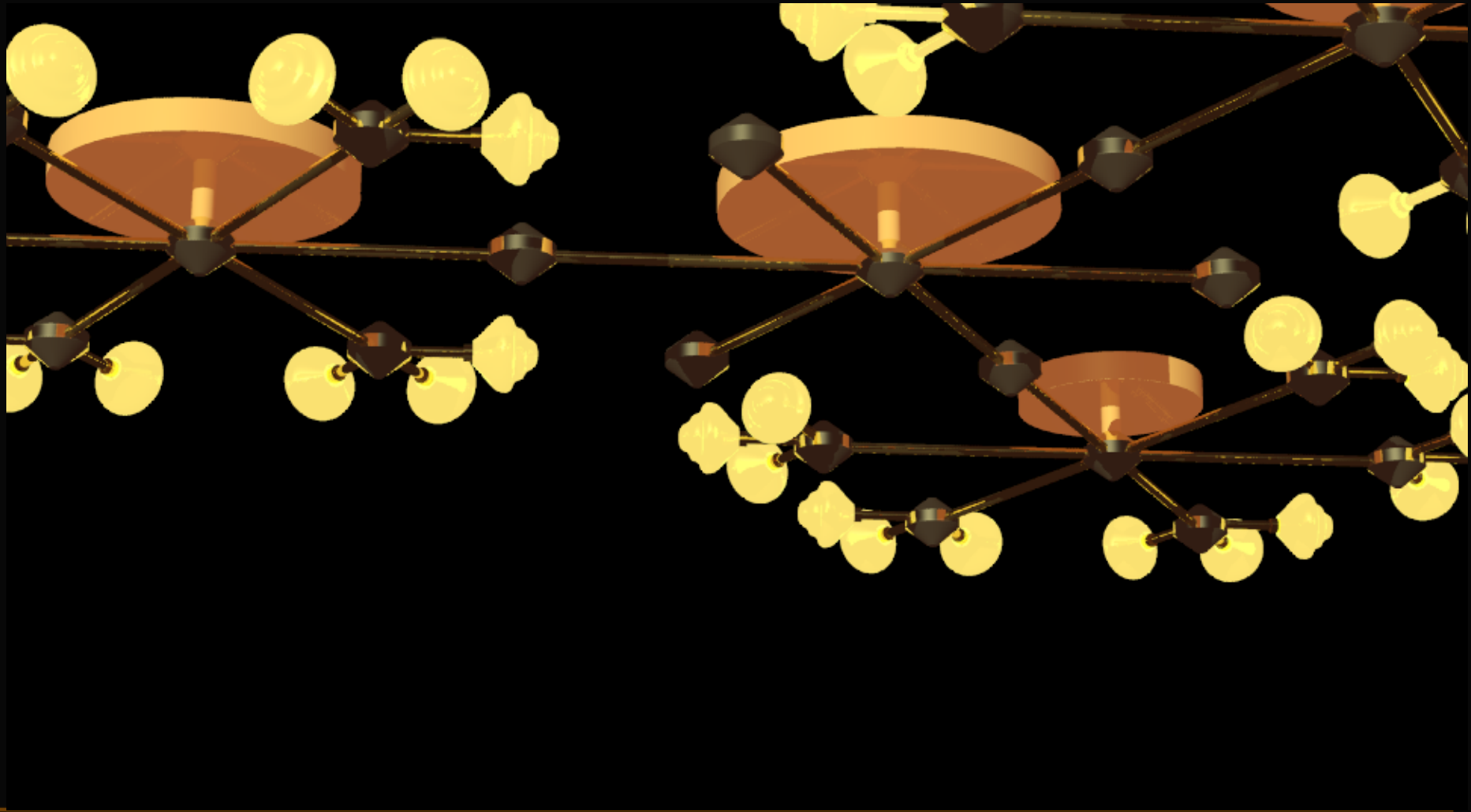
Design of luminaires

DESIGN POSSIBILITIES



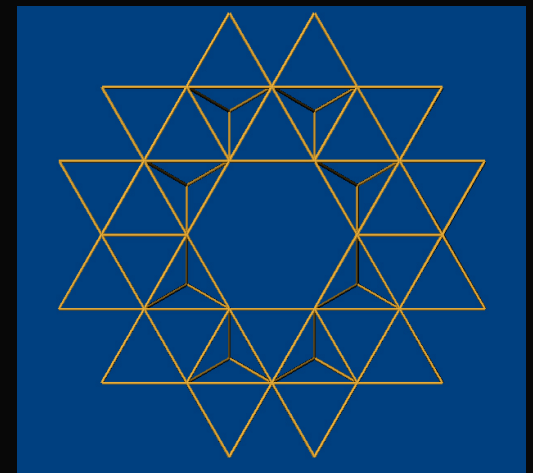
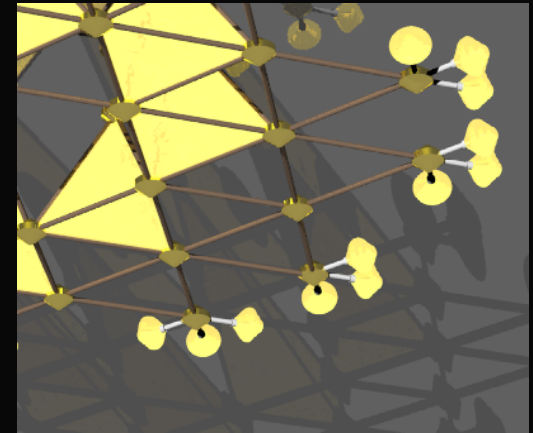
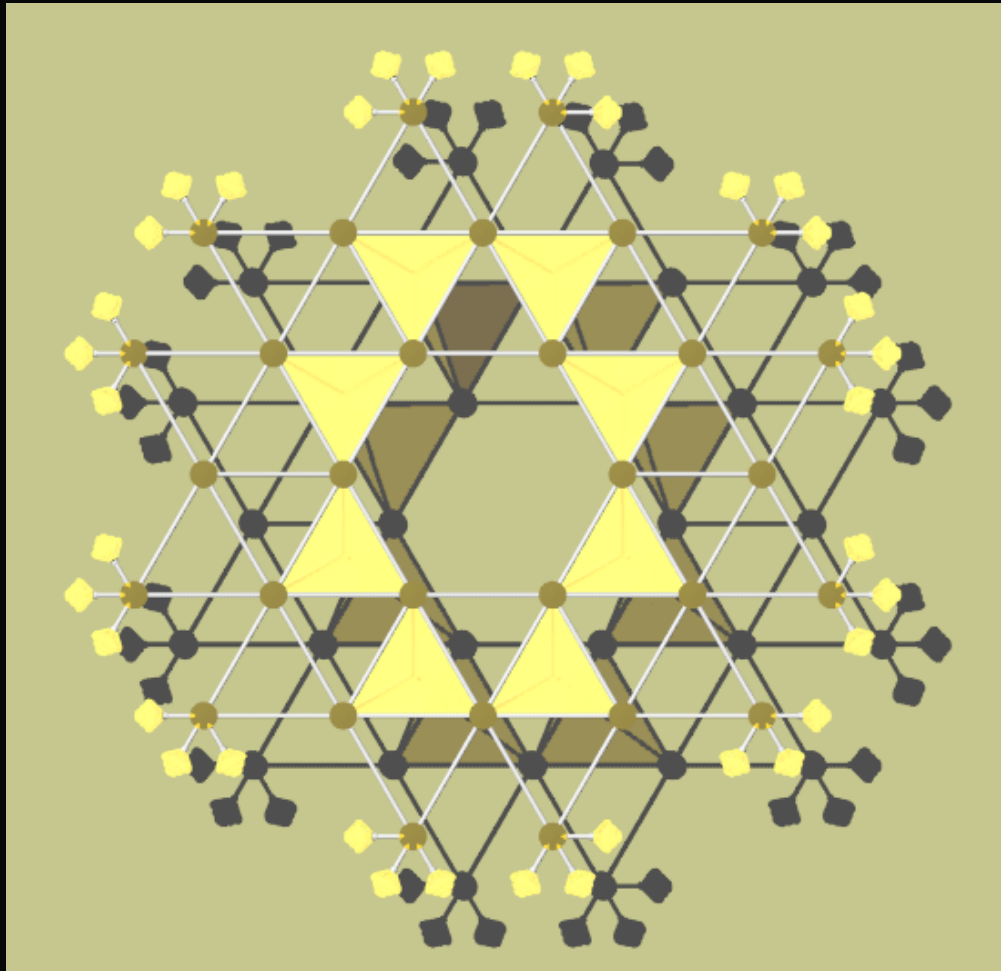
Design of luminaires

DESIGN POSSIBILITIES



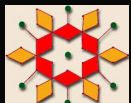
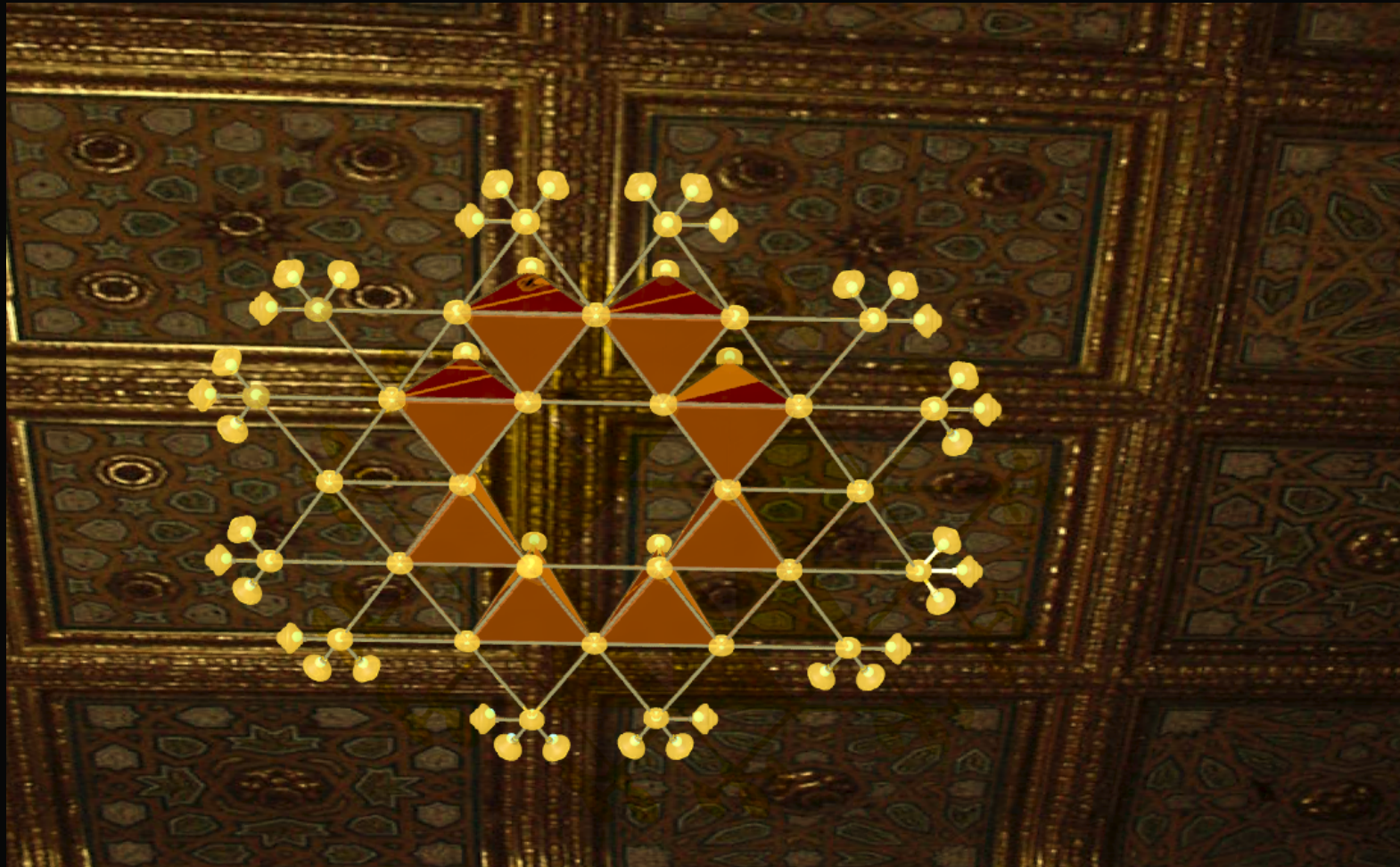
Design of luminaires

DESIGN POSSIBILITIES



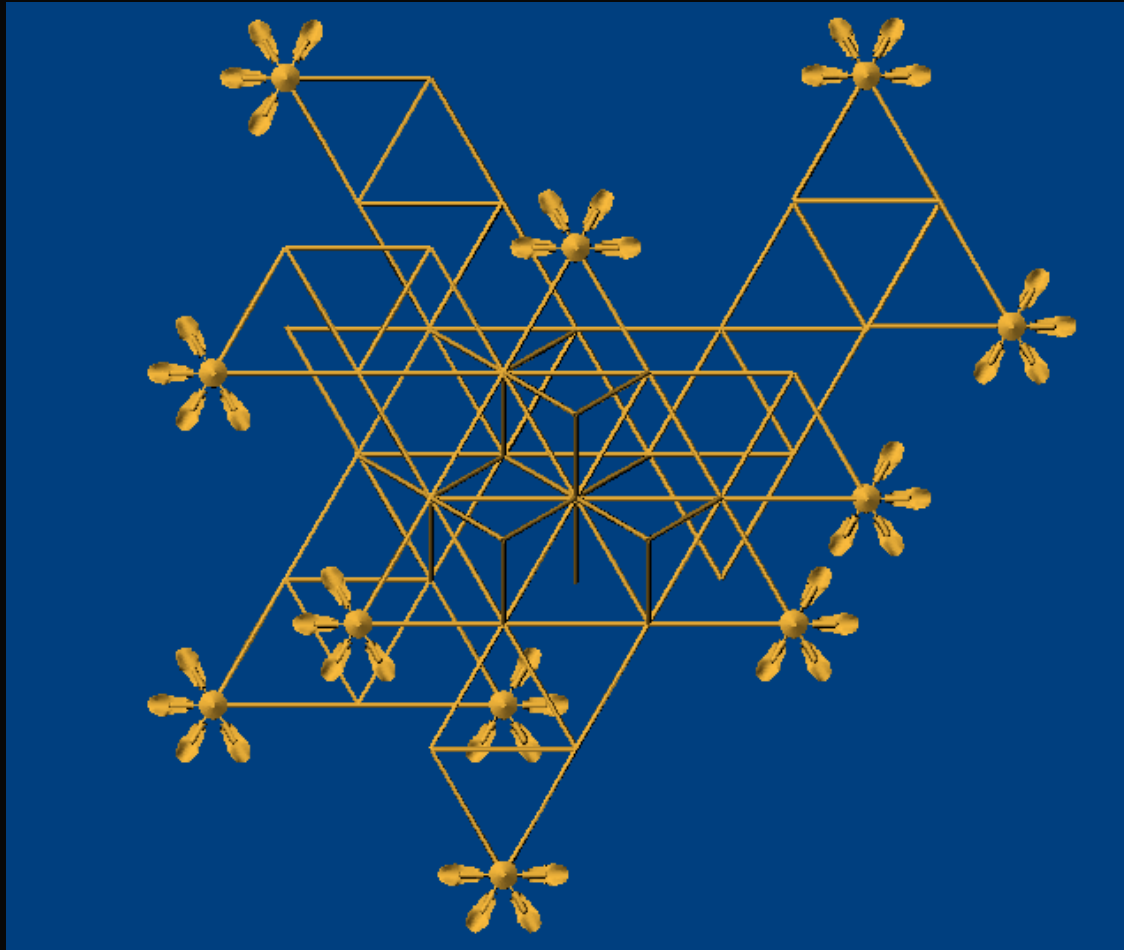
Design of luminaires

DESIGN POSSIBILITIES

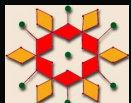
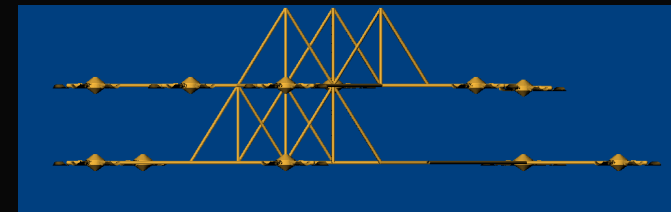


Design of luminaires

CONCEPT OF DESIGN

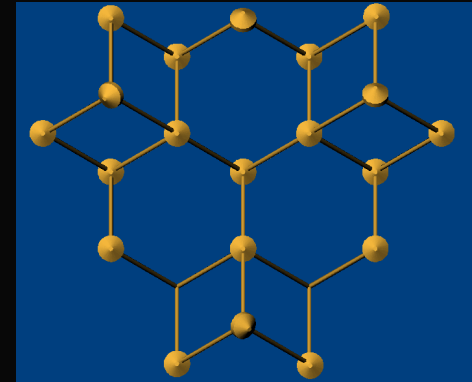
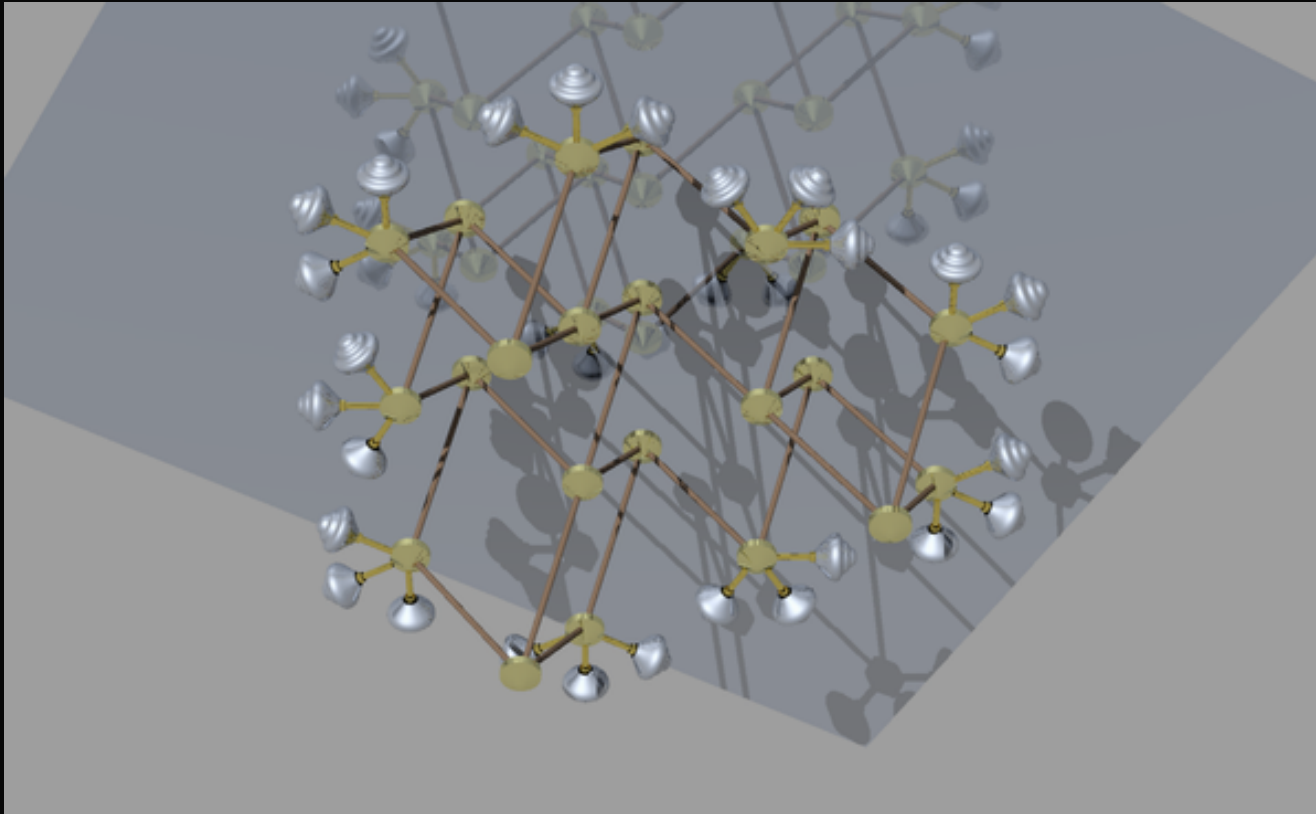


- Large volumes, abstract form

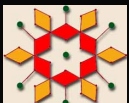


Design of luminaires

DESIGN POSSIBILITIES

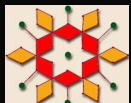
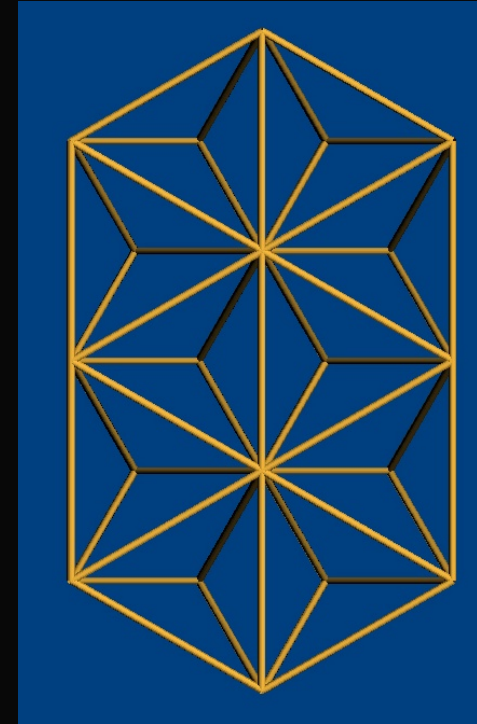
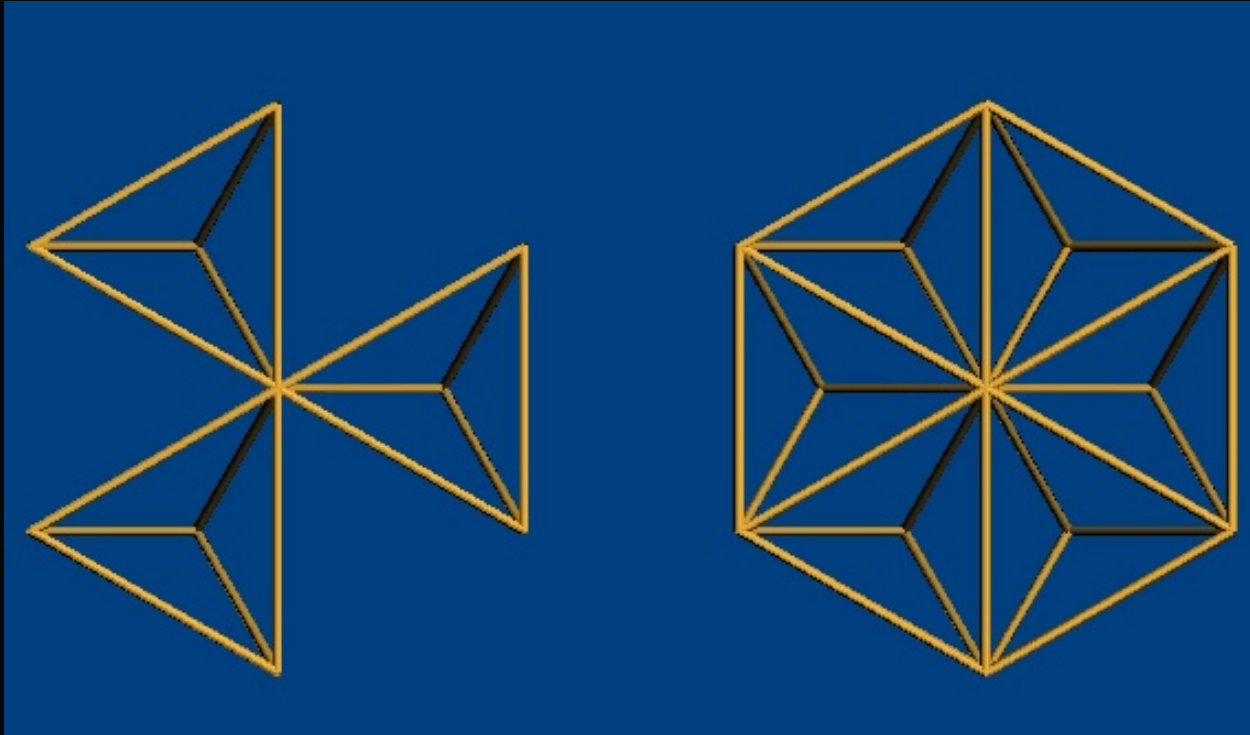


- Contemporary image



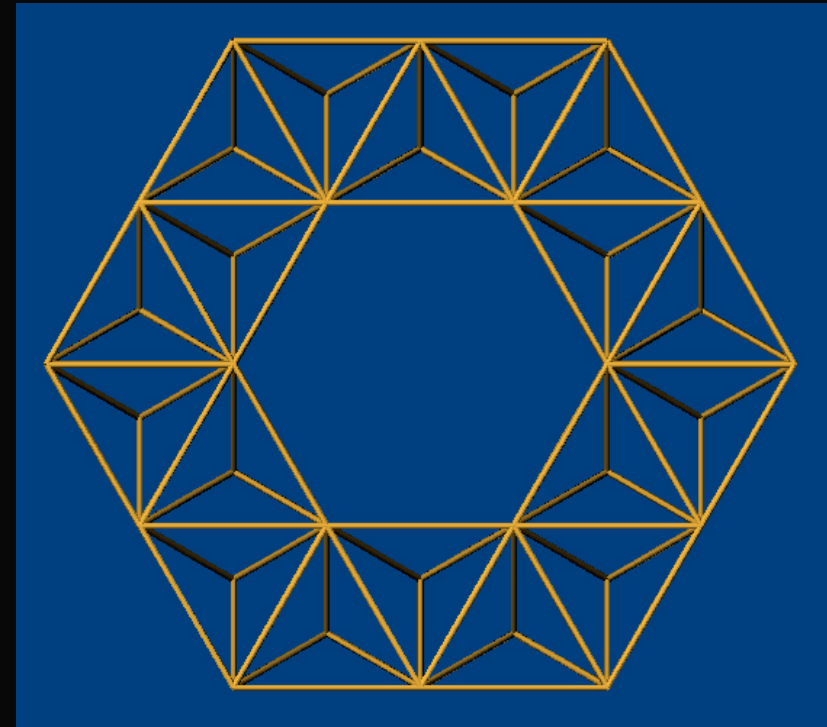
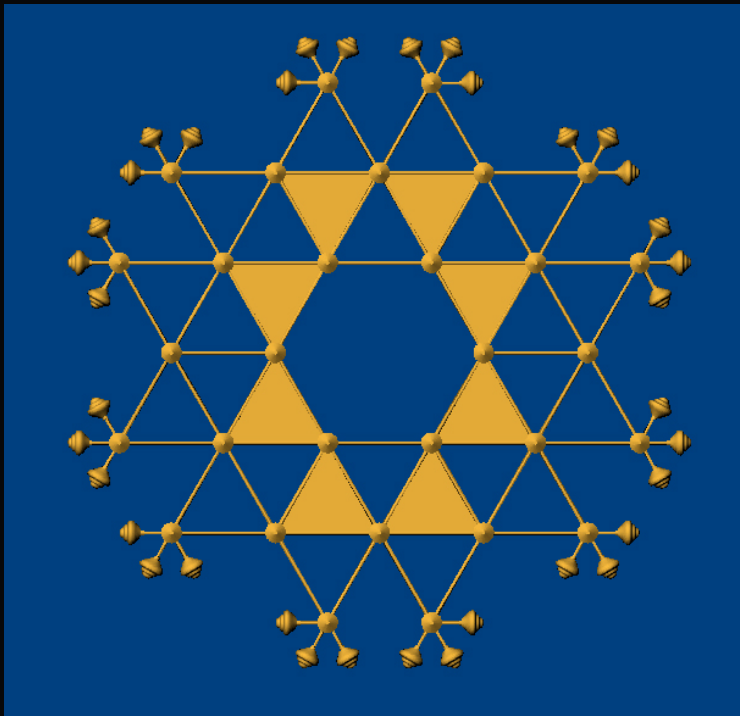
Design of luminaires

'Rangoli'



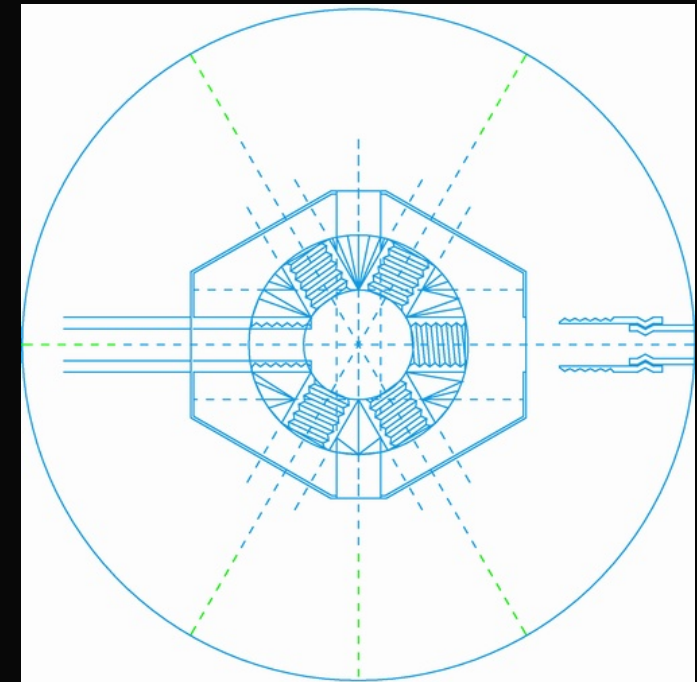
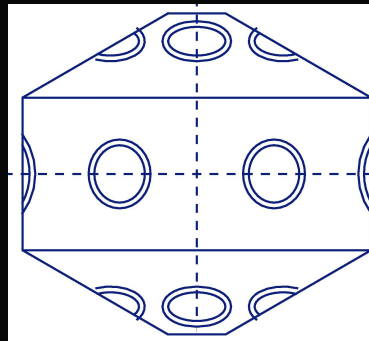
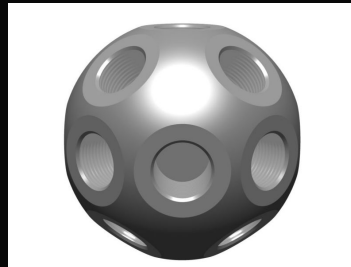
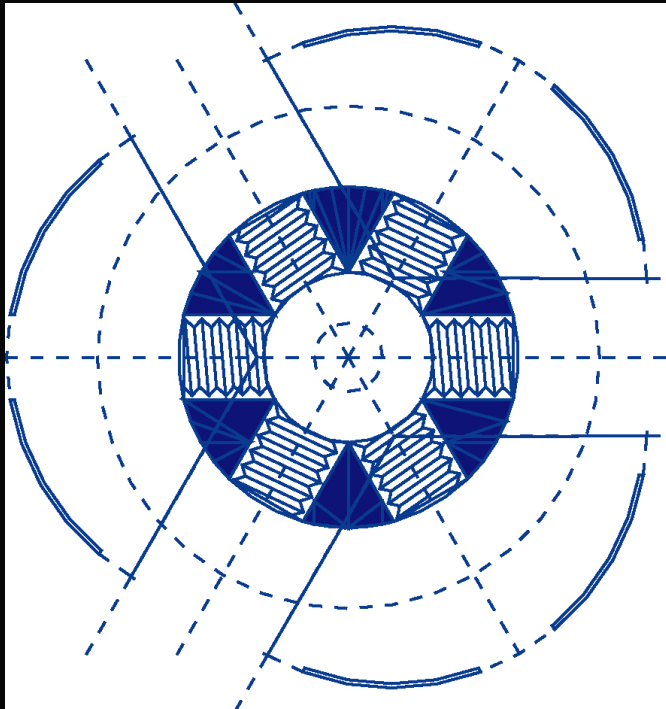
Design of luminaires

'Rangoli'



Design of luminaires

CONCEPT OF DESIGN



- **Junction Detail**

