

Illuminate **JAX**



Visioning Presentation



a visioning effort by

sesco lighting

ARCHITECTURE



LIGHTING



“Your image of the city
changes, depending on
what you see. . . .”

David Laffitte, FAIA, LC

Lead lighting designer for Jacksonville bridges



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Main Street Bridge

Photograph by Billy Christian. Available on Wikipedia Commons.

Graphics provided by





Imagineering

a term that came from
Walt Disney's workroom...

Imagineering

let's “**imagineer**” Jacksonville,
today & now

Imagine our city,
dressed in light



Existing Conditions

Photograph by Jonathan Zander. Available on Wikipedia Commons.

Graphics provided by

**Warm and glowing,
Safe and reassuring**



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River City Concept

Graphics provided by



**Inviting and appealing,
exciting**



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Gameday Concept

Graphics provided by



What if we could
draw the world to our door,
to come and see our lights?



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4th of July Concept

Graphics provided by



What if we could draw...

Jacksonville, the Beaches, Southside,
Mandarin, Ponte Vedra, St. Augustine, Orange
Park, Fernandina Beach, Macclenny, Amelia
Island, Yulee, Julington Creek, Nocatee, Green
Cove Springs, Gainesville, Daytona Beach,
Palm Coast...

to our downtown?



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St. Patrick's Day Concept

Graphics provided by



What if airline passengers
crowded windows to view our
dazzling skyline...



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Hong Kong Skyline
Photograph from Blogspot.

Graphics provided by



What if they **remembered it**
when they grew older?



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LAX – Los Angeles Airport

Photograph by Jay Berkowitz. LAWA

Graphics provided by



What if lights, alone, could be
a way to **put our most
dramatic architecture in front
of people**, where otherwise,
these beautiful structures
would be lost at night?



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Empire State Building

Photograph by David Laffitte.

Graphics provided by





Empire State Building

Video from Empire State Building website.

Graphics provided by





Existing Conditions

Photograph by Jonathan Zander. Available on Wikipedia Commons.

Graphics provided by



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River City Concept

Graphics provided by



A way to **enhance civic pride...**



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Chandler City Hall

Photograph by Timmerman Photography, Phillips Color Kinetics

Graphics provided by



A way to **attract tourism...**



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Myriad Botanical Gardens

Photograph by Downey Contracting LLC, Phillips Color Kinetics

Graphics provided by



A way to **attract corporations** who
want the **building identity**...



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Miami Tower

Photograph by New York Focus, Phillips Color Kinetics

Graphics provided by



A building wash...



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House of Fraser
Photograph by Phillips Color Kinetics

Graphics provided by

 Marquis
Halback





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IHK, Berlin

Photograph by Zander & Partners, Festival of Lights, Berlin.

Graphics provided by



Or just an accent...



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InterContinental Hotel

Photograph by David Butcher and Phillips Color Kinetics

Graphics provided by





A focal point



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Empire State Building

Photograph by Phillips Color Kinetics

Graphics provided by





Or just beams



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9/11 Tribute in Lights

Photograph by Salon.com

Graphics provided by



Or perhaps some humor



Interactive “Biking” Video

Graphics provided by



Use focused light to maintain
dark sky objectives...



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PHOTOGRAPHY

Corpus Christi Harbor Bridge

Photograph by Tumlinson Photography, Phillips Color Kinetics

Graphics provided by



Children smile





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Siemens AG, Berlin

Photograph by Zander & Partners, Festival of Lights, Berlin.

Graphics provided by



Corporations boast



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—

Carlsberg Brewery Headquarters

Photograph by Phillips Color Kinetics

Graphics provided by



People come!



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Harbin International Ice and Snow Festival in Harbin, China

Photograph by NBC News

Graphics provided by



The light can **change**
our **point of view**

Not flooding...just...grazing.



This is **Jacksonville**,
as we envision it.

Our city of tomorrow...**TODAY.**



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Our city of tomorrow...
TODAY

Graphics provided by



Do you want to be a part of
**Jacksonville's bright
tomorrow?**

Next steps...

STEP 1

Contact the Illuminate JAX
team.

margie@seamanrealty.com

jeremy@halback.com

mkingnorth@sescolighting.com

david@architecturepluslighting.com



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STEP 1

Contact the Illuminate JAX
team.

Like us on Facebook!

facebook.com/IlluminateJAX

Project Website

www.halback.com



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STEP 2

Design Team preliminary meeting + scope of work



STEP 2 | Factors may include...

Owner input / needs

Extent of lighting

Type of fixture

Electrical requirements

STEP 2 | Factors may include...

Controls: individual
Synchronization
Maintenance costs
Operational costs

STEP 3

Final design + lighting construction

Estimated cost per building:
\$30,000 - \$500,000

*An investment that can change
our fortunes.*

It only takes **one building,**
one imagineer...!



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