

#### **Visioning Presentation**



a visioning effort by









# "Your **image** of the city **changes**, depending on what you see. . . "

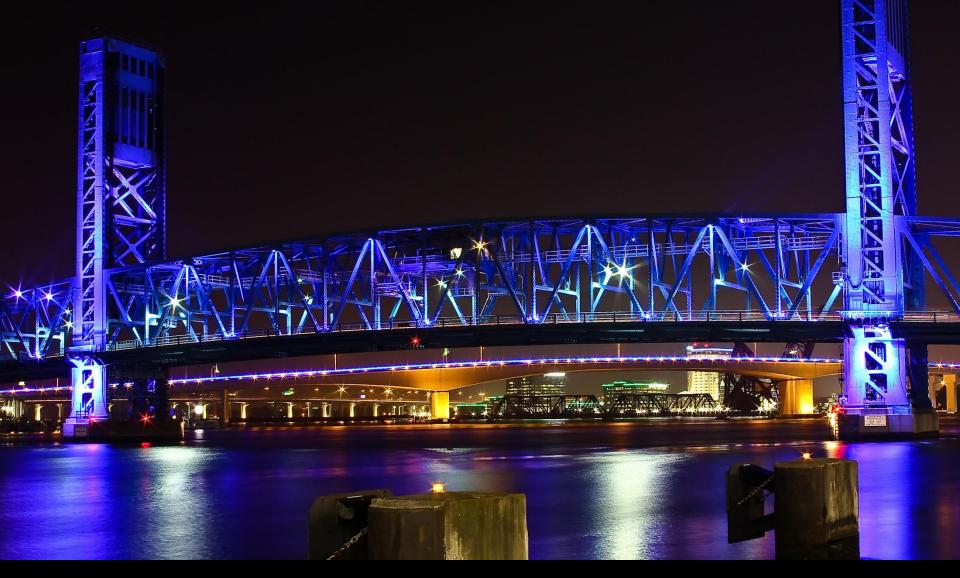
David Laffitte, FAIA, LC

Lead lighting designer for Jacksonville bridges



Graphics provided by

Marquis
Halback





### Main Street Bridge Photograph by Billy Christian. Available on Wikipedia Commons.







Main Street Bridge + Dark Downtown
Photograph by Jonathan Zander. Available on Wikipedia Commons.



### **Imagineering**

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



Graphics provided by Marquis

## Imagineering let's "imagineer" Jacksonville, today & now





## Imagine our city, dressed in light









### Existing Conditions Photograph by Jonathan Zander. Available on Wikipedia Commons.



## Warm and glowing, Safe and reassuring









River City Concept



## Inviting and appealing, exciting









Gameday Concept



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











#### What if we could draw...

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

### to our downtown?









Illuminate St. Patrick's Day Concept



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









Hong Kong Skyline
Photograph from Blogspot.



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









### LAX – Los Angeles Airport Photograph by Jay Berkowitz. LAWA



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?









Empire State Building Photograph by David Laffitte.





Empire State Building Video from Empire State Building website.







### Existing Conditions Photograph by Jonathan Zander. Available on Wikipedia Commons.







River City Concept



### A way to enhance civic pride...



Graphics provided by Marquis Halback





### Chandler City Hall Photograph by Timmerman Photography, Phillips Color Kinetics



### A way to attract tourism...



Marquis Halback





Myriad Botanical Gardens
Photograph by Downey Contracting LLC, Phillips Color Kinetics



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









### Miami Tower Photograph by New York Focus, Phillips Color Kinetics



### A building wash...



Graphics provided by

Marquis

Hallaack





House of Fraser

Photograph by Phillips Color Kinetics







Example: Building Wash







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



### Or just an accent...



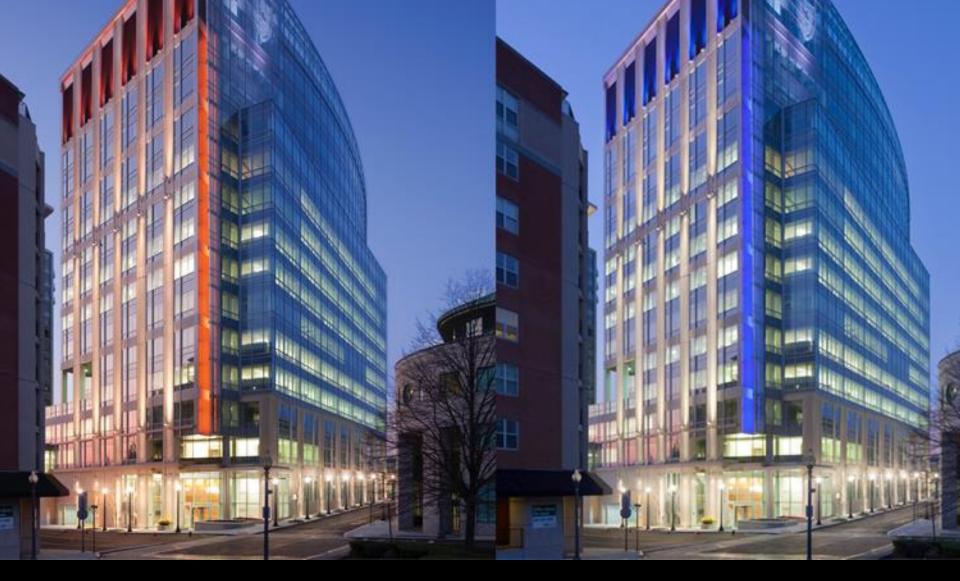




#### InterContinental Hotel

Photograph by David Butcher and Phillips Color Kinetics







Example: Accent
Photograph by Insight Lighting



## A focal point









## Empire State Building Photograph by Phillips Color Kinetics







## Example: Focal Point Photograph by Insight Lighting



## Or just beams









9/11 Tribute in Lights
Photograph by Salon.com



## Or perhaps some humor







Interactive "Biking" Video



# Use focused light to maintain dark sky objectives...









Corpus Christi Harbor Bridge
Photograph by Tumlinson Photography, Phillips Color Kinetics



## Children smile









## London Bridges Photograph by Louise Stickland, Phillips Color Kinetics







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



# Corporations boast



Graphics provided by

Marquis
Halback





Carlsberg Brewery Headquarters
Photograph by Phillips Color Kinetics



# People come!









Harbin International Ice and Snow Festival in Harbin, China



# The light can change our point of view





## Not flooding...just...grazing.









## Ombu Building Photograph by Felipe Fontecilla, Phillips Color Kinetics



# This is Jacksonville, as we envision it.

Our city of tomorrow...TODAY.









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



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

Next steps...





# Contact the Illuminate JAX team.

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# Contact the Illuminate JAX team.

Like us on Facebook!

facebook.com/IlluminateJAX

Project Website www.halback.com





# Design Team preliminary meeting + scope of work











Mock Up / Samples
Photograph by David Laffitte, FAIA, LC



#### 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





# Final design + lighting construction



Graphics provided by Marquis Halback

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

# An investment that can change our fortunes.



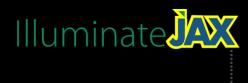


# It only takes one building, one imagineer...!



Graphics provided by Marquis Halback









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