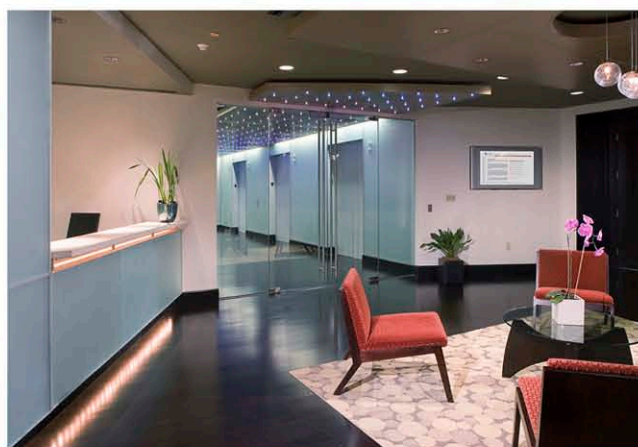


Company Logo Inspires Lobby Lighting

When advertising and marketing agency Carat moved its headquarters to the John Hancock Tower in Boston's Back Bay, the challenge was designing an interior space that would marry the iconic image of a high-profile building with the energetic dynamic of this young, creative company. Designers turned to Carat's unique website logo—a fusion of swirling and changing colors—for inspiration.

The firm Margulies and Associates was charged with designing the new 25,000-sq ft office suite, and faced the task of coming up with a lighting scheme to mirror the ever-changing, colorful logo. According to project manager Jennifer Latto (an associate of Margulies and Associates), finding an architectural product that could replicate the same sense of movement as Carat's logo was challenging. "Programmable LED technology offered the solution to provide that evolving component in the lighting," says Latto.

By using Color Kinetics programmable LEDs in the elevator lobby, visitors and occupants are given an immediate first impression. The lobby ceiling has custom-suspended bronze painted metal panels with perforations sized to fit one LED nodule in each opening. Just over 300 nodes cover the lobby ceiling and continue into the reception area. Similar to a strand of holiday lights, the iColor Flex SL strand of LEDs are programmed to change colors and



Photos: Warren Patterson

patterns to mirror Carat's logo, and are reflected in the mirrored glass walls lining the lobby. These glass wall panels harmonize with the exterior transparency the Hancock Tower is known for, while highlighting the evolving ceiling conditions inside. The constantly changing lighting scheme continues with white lights along the side of the lobby that fade in and out and are timed to twinkle randomly. Purple, blue and red lights follow with the same patterns.

The colors and patterns of the I-flex lights can be programmed in numerous combinations. Carat chose a multi-colored sequence for "everyday" use, but also had fun with holiday scenes. With the press of a button, the company can commemorate the Fourth of July, St. Patrick's Day and Christmas with different colors and patterns of light. "This installation occurred during the holiday season. While we were programming, the elevator would stop on the floor and the occupants would clap, thinking it was a seasonal display," said Latto.