

Atlanta Botanical Garden

Atlanta, GA



LIGHTING SCIENCE® CREATES INTERACTIVE EXHIBITION FOR SOUTHEAST'S PRESTIGIOUS BOTANICAL GARDEN

Garden Lights, Holiday Nights is Atlanta's newest holiday tradition at the Atlanta Botanical Garden developed in conjunction with the Unique Solutions Group at Lighting Science®.

The holiday-themed lighting display transforms the garden into a kaleidoscope of colors in this dynamic interactive exhibit. The event, which debuted in 2011 and attracted more than 110,000 visitors in its first year, returns again in 2012 with a new dedication to use all LED lighting and energy-saving products to illuminate 30 acres each evening in a shimmering array of color.

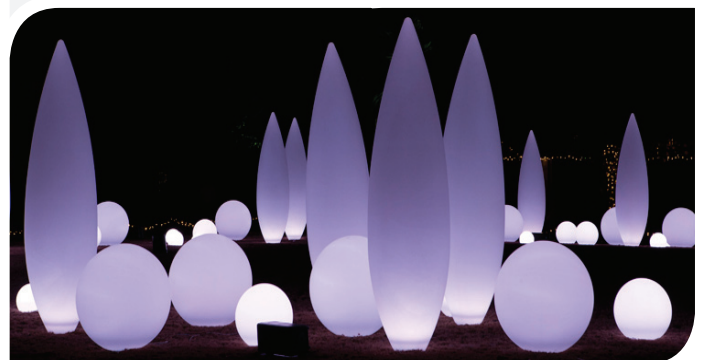
This year, over 1.5 million lights transform the Atlanta Botanical Garden grounds into a veritable wonderland. Lighting Science's installation on the Great Lawn serves as the flagship exhibit with its dazzling topiaries of differentiating sizes and dancing hues that are choreographed to timeless holiday music. Visitors, designers and artists alike are impressed that the displays are ultra-efficient and entirely recyclable.

CREDITS:

Project: Atlanta Botanical Garden "Garden Lights, Holiday Nights" seasonal light exhibit
Great Lawn's Orchestral Orbs
Dawn Redwood Tree
Dorothy Chapman Fuqua Conservatory

Location: Atlanta, Georgia

Client: Mary Pat Matheson, executive director
Gail Wood, exhibition manager
Tres Fromme, landscape designer
Atlanta Botanical Garden





Challenge

"The challenge this year," according to Gail Wood, Atlanta Botanical Garden's exhibition manager, "was to raise the creativity bar even higher than last year." The team worked for months in close collaboration with the Lighting Science Unique Solutions Group on top-secret designs that would make this year's "Orchestral Orbs" displays even more spectacular than the amazing 2011 debut.

"The lighting display on the Great Lawn, as the focal exhibit, had to be very impactful with lights, sounds and color movements all choreographed to precise timing," said Mary Pat Matheson, executive director of the Garden. "Adding complexity to this challenge was to work within an energy-savings LED lighting technology platform."

Lighting experts from Lighting Science combined their world-renowned products and innovative technologies to focus on the 50-foot-tall landmark Dawn Redwood tree centerpiece. Custom designed Prizmaline™ fixtures illuminate the front conservatory and other natural features in new ways this year. The front conservatory will be permanently lit with Prizmaline color-changing LED technology and will be used for other special occasions like Valentine's Day with pink hues or St. Patrick's Day with green ones.

As a non-profit dedicated to cultivating and sharing natural beauty with its community, the Garden team was determined that the holiday exhibition should be a joyful expression, but not at the expense of their mission to further environmental sustainability efforts and awareness.

Solution

The Atlanta Botanical Garden staff quickly realized that when working with Lighting Science, no challenge was too big. This was evident when they were faced with finding a fiberglass vendor to cast the one-of-a-kind seamless molds that would work effectively with the LED Orchestral Orb topiaries at the centerpiece of the show.

The Unique Solutions Group at Lighting Science developed the brilliant LED orbs that transform the 21,000 square feet of the Great Lawn into a breath-taking landscape. By mapping and testing everything in 3D models prior to development, they were able to review and refine each sequence. The final step was to incorporate over 150 Orchestral Orbs to enhance the environmental integrity and natural magnificence of the Garden's living collections. The lights are magical and the outcome is breathtaking.

Designed in collaboration with Tres Fromme, Garden Lights' landscape designer, each of the LED fixtures uses a mere 10 watts of energy while boasting the capacity to cast over 16 million distinctive color shades. The LED luminaires also include integrated sound sensitivity, which sync the bulbs' color alterations with the viewers' musical experiences to create a sensation of choreographed routines.

"The team from Lighting Science was our 'think tank' partner in helping us build on ideas and figuring out how technology could enhance the lighting sequence, feeling, movement and design," commented Fromme. "They were wonderful to work with and achieved cutting-edge technology while fostering the creative process."

"This holiday season, Lighting Science is proud to provide the lighting technology behind the Atlanta Botanical Garden's interactive exhibition," said Keith Scott, chief commercial officer of Lighting Science. "By fusing LED technology and an unmatched eye for design, our Unique Solutions Group has turned architectural and artistic dreams into a brilliant winter wonderland. We are very proud to be a part of this wonderful exhibit once again."

For more information on Garden Lights, Holiday Nights visit: www.atlantabotanicalgarden.org