



AWARD OF MERIT

AMARANTHYNE

LONDON, ENGLAND UK



Every hour is a unique lighting experience of the Amaranthyne in London. One judge called the sculpture an "ingenious work of light and art."

The team at Haberdashery expressed a connection to the lights and hues associated with the seasons by using lighting technology to bring the outdoors in. This engages viewers' sense of memory, evoking emotion as they witness the use of light as poetic language.

The oval dome structure is comprised of 40,000 hand-adjusted miniature reflective surfaces. Significant materials testing was conducted in order to determine the ideal reflective surface prior to installation. The space itself has minimal light interference from either architectural elements or interior design elements, which allows for the fullest expression of its artistic aesthetic.

By varying the angle of each tab, the sculpture reveals different light and shadow images through LED lighting. Additional lighting that spreads out from the central structure adds dynamism to the project and can be reprogrammed for special events.

The program can change light, color, and tone, but attempts to be accurate to the weather and lighting of the external world, adjusting approximately each hour. The designers were interested in mimicking the rich colors of the sunlight outside the building.

Amaranthyne remains in constant transformation, telling the graphical story of the artisanal creativity in Mayfair and offering a fresh perspective at each visit.

LIGHTING DESIGN

Michael O'Donovan
Julie Aparicio
Jennifer Pakuls
Haberdashery

ARCHITECTURE

Squire and Partners, UK

SURROUNDING ARCHITECTURAL LIGHTING DESIGN

Studio Fractal

PHOTOGRAPHY

© Haberdashery

