



## 3S Lighting Makes Substantial Contribution - Vivid Sydney Success

The best and brightest creative minds from around the world came together in Sydney in late May and early June to network, collaborate and explore the businesses of the future. The Vivid Festival was an outstanding success which planted the creative seeds of ideas and imagination which contributes to the fast growing creative economy needed for the future.

The conspicuous standout of the Festival was the sculptural light walk. It was sheer magic, combining commerce, art and technology and created a totally immersive experience. There were more than 60 light art sculptures and installations, 10 CBD illuminated skyscrapers and large scale projections to include Customs House building façade and in Campbell's Cove precinct there were 8 landmark building facades. It was a glittering showcase of imagination, creativity and manufacturing expertise. And, of course, this was the natural theatre to stage the expertise of 3S Lighting.

3S Lighting enthusiastically supported the Vivid Festival and dedicated their expertise in supporting 3 installations: Aurecon with Water Droplet and worked closely with the Lighting Designers, Destiny Paris and Ching Hui. The installation by Haron Robson – Lightmatters was Infinity Squared with Bow Jaruwangsanti as the Senior Lighting Designer supported by Kristy Philp, Christa Van Zoeren and Catalina Chica. Sydney University named their installation, Chromapollination with the Program Director of Illumination Design, Dr. Wendy Davis. She had a back-up team of several Lighting Designers and Professor Warren Julian was the Co-ordinator.

[www.3Slighting.com](http://www.3Slighting.com)

### Aurecon with Water Droplet

Destiny Paris, Lighting Designer at Aurecon was extremely enthusiastic with the outcome of the Festival saying "the Vivid Festival was an opportunity for our engineering industry and industry suppliers to come together in collaboration in a creative realm and showcase the innovative and artistic talents that live beyond our technical skills and competencies. It was an opportunity to harmonise engineering principles with creative possibilities." She went on to emphasise, "Working in partnership with the talent within the 3S Lighting team enabled a vision to be brought to life. The sculpture was constructed to meet tight engineering tolerances which enabled it to weather the 2 week period. 3S Lighting's

experience and capabilities in providing customised solutions along with their generosity in sponsorship of time, labour, and facilities saw the Water Droplet team members working in unison to do something out of the norm, coming together with enthusiasm and team spirit throughout the process of creative design, fabrication and delivery of a quality finished product. It was a thoroughly fulfilling experience to be involved in and our deepest gratitude goes out to the 3S lighting team for their generosity, time and effort."

### Sydney University and Chromapollination

Dr. Wendy Davis, Program Director Illumination Design from Sydney University described how the student



members of the team developed the initial design for their Installation. She pointed out that an early cost-saving suggestion made by 3S was to use as many off-the-shelf aluminum parts as possible for the sculpture, so the structural engineers from Partridge reworked the design accordingly. During fabrication, 3S designers transformed the student's vision of the dandelion head into a 3D model to suit their fabrication process. The end result was better than they could have imagined. According to Dr. Davis, "Because of the involvement of 3S, the aesthetics of the dandelion heads were showstoppers during the Vivid Sydney festival." The fabricator for the overhead part of the structure, which was also designed by the students and

modified by Partridge, fell through at the last minute. Dr. Davis said, "We are incredibly grateful that 3S stepped in to create that portion of the sculpture. The commitment by 3S to ensure that this project was successful was very impressive." Dr. Davis went on to say, "As an educator, it was important to me that the students experience many facets of the lighting design process and public art installation throughout the preparation of the sculpture, so I was delighted that 3S Lighting allowed the students to view the process and the fabrication at their facility. With guidance and oversight from the 3S engineers and fabricators, the students were shown from 3D design to the finished product, the entire manufacturing process. In the final installation, those poles contained fiber optics, which created a fantastic visual effect."

"The role of 3S during installation was invaluable. Bump-in at Vivid Sydney was a stressful time for everybody and the highly skilled and calm professionals from 3S Lighting greatly exceeded our expectations. They were focused on bringing the students' vision to reality and didn't hesitate to help us modify the sculpture on site."

Dr. Davis strongly emphasized that Vivid Sydney had been amazing for creating opportunities for emerging artists and designers. She believes it is also a remarkable tool for shining the spotlight on the field of lighting design and sparking the imagination of the public.

### Haron Robson and Infinity Squared

Bo Jaruwangsanti the Senior Lighting Designer at Haron Robson also was impressed with Vivid Sydney. She said, "Vivid Festival was a great opportunity for us at Haron Robson to give something back to the community by creating an interactive illuminated sculpture." She indicated that it also allowed Haron Robson to showcase their capabilities to the public with a great support from people in the lighting industry like 3S Lighting.

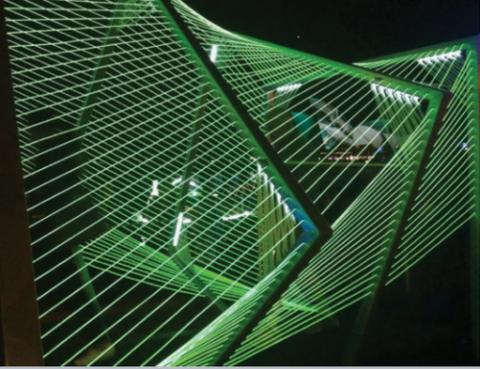
"We were fortunate to get 3S Lighting to help us with the factory processes and installation on site. From day one we worked closely with the 3S Lighting team to ensure we achieved the design and met the structural engineering requirements. Obviously it was really important for us to get an input from the 3S design team to help select the right material, advise on manufacturing details and building the structure of the sculpture. For both teams the Vivid light sculpture was a great way to do something different from our everyday design."



**3S**  
LIGHTING

2 Wella Way, Somersby NSW 2250 Australia  
Tel: +61 2 4340 4300 Fax: +61 2 4340 4343  
info@3Slighting.com

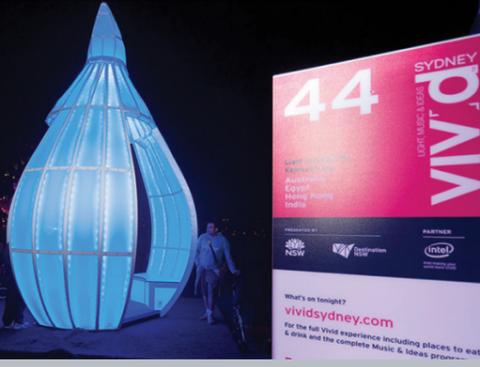
[www.3Slighting.com](http://www.3Slighting.com)



Infinity Squared - Haron Robson

## Vivid Sydney - 2012

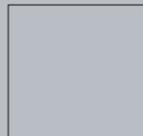
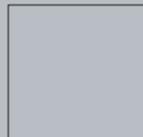
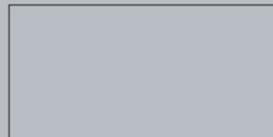
Water Droplet - Aurecon in collaboration with 3S Lighting.  
Chromapollination - Sydney University in collaboration with 3S Lighting.  
Infinity Squared - Haron Robson in collaboration with 3S Lighting.



Aurecon - Water Droplet



Sydney University - Chromapollination



2 Wella Way, Somersby NSW 2250 Australia  
Tel: +61 2 4340 4300 Fax: +61 2 4340 4343  
info@3slighting.com

[www.3slighting.com](http://www.3slighting.com)