

Client: Acuity Brands, Inc.

Leading lighting manufacturer Acuity Brands is on the forefront of digital lighting technology. As such, the company needed to update a section of its Center for Light & Space in Conyers, Georgia, to showcase the integrative nature of all its digital capabilities.

Working with the head of marketing for the company's commercial indoor lighting group, I wrote this creative brief following a tour of the facility and an explanation of what he envisioned. The key was to ensure key messaging was incorporated into a visitor's experience of the Center.

Creative Brief: AB Digital Lighting Room
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Draft One – M. Badgett

Creative Brief

Project summary:

Build out the Digital Lighting Experience Room at the Center for Light & Space through the use of multiple vignettes, or scenes, that portray – as authentically as possible – various applications in which Acuity's integrated lighting, lighting-control and technology products are successfully installed. Room size is approximately 20' x 30' with a 10' grid ceiling, one entrance door, a simulated of windows, and a presentation panel (see drawing).

Goal:

Provide users a series of detail-specific environments they can engage in as a way learn about and actually experience Acuity's digital integrated lighting, lighting-control and technology products.

Overall messages:

1. Acuity's "Smart + Simple" approach to integrated lighting, lighting controls and embedded smart technology means whether in one room or multiple rooms, and over a vast array of applications, digital technology is responsive to specific demands and integrates seamlessly with a controls platform that allows you to manage your lighting assets for significant energy savings. The technology also creates viability far into the future, thanks to built-in flexibility, guaranteed system compatibility across product lines, and a continued focus on customers' ongoing need to build on positive outcomes.



2. As assets, high-quality digital lighting can contribute positively to your organization's efficiency and productivity. Because it comes in direct contact with your target audiences and affects their experience in your space, it also can contribute positively to your brand.

Overall room set-up:

As a whole, the room should present multiple environments for the multiple lighting applications as seamlessly as possible, and without overwhelming the technology on display. Around the room, each scene should provide the illusion of distance, using theatrical perspectives to create far horizons. As much as possible, each scene should tie in with its two adjacent scenes and any transitional element to create visual continuity. In the center of the room, chairs will be swivel chairs to allow for easy viewing of the entire room.

Users:

Internal: Presenter(s)

External: Lighting designers
 Lighting architects/engineers
 Lighting specifiers
 Property owners/managers
 Contractors
 Facility and maintenance personnel

Scenes:

Scene 1: Relighting exhibit

Display: Front of room, left of presentation screen: cutaways of actual retrofit kit and their related products.

Purpose: Demonstrate the ease of retrofitting solutions.

Message(s): Retrofitting existing lighting with digital lighting is a Smart + Simple way to realize energy savings and more control over your lighting. Acuity Brands provides the products for easy upgrading without having to break the ceiling plane, plus sophisticated control capabilities that are easy to install and use.

Scenes 2a/b: Retail space, with added changing room

Display: Flat wall area showing typical retail space that uses recessed volumetric lighting, and the inside of a changing room in upscale retail-clothing space, looking outward. Mounted to the wall is a controller that will be used to change the color of the overhead lighting in the changing room.

Purpose:

1. Retail space: Show how lighting fits into these applications and state the benefits of the technology, plus the advantage of RELOC.
2. Changing room: Demonstrate new tunable-lighting technology that allows the user who's changing clothes to change the color of the light above so that the color of merchandise can be seen in different simulated environments.

Message(s): As much as other areas of the retail space are designed to sell, a changing room's "job" is to sell clothing. A retailer can experience more sales with better lighting, including changing-room lighting that features the new eLoLED driver. Upon command, it works with the light engine to depict lighting in different environments (home, office, outdoors, low-lit restaurant, etc.).

Transition: Doors to room; make appear as doors to stockroom (as viewed from adjacent settings)

Scene 3: **Healthcare setting**

Display: Corner area for reception desk/nurses' station of a hospital, including a bit of hallway. Tie in with the "stockroom doors" at right and stairwell to left.

Purpose: Demonstrate critical nature of proper lighting controls, particularly *dim-to-light* capabilities.

Message(s): With controls seamlessly integrated, Acuity Brands is responsive lighting where and when responsiveness is critical. Also, exceptional lighting controls help save money while maintaining safety. For example, at night when lights on a hospital ward are low, quick illumination (as much as 60%) of the area is critical if a patient were to leave his or her room and enter the hallway.

Scene 4: **Stairwell**

Display: Flat wall showing cross-section or straight-on view of stairs going up wall. Incorporate way to indicate where a person might be on the stairwell at any given time. Consider adjacent healthcare and office-space settings for the positioning/direction of steps.

Purpose: Demonstrate how lighting can be set to precision-dimming capabilities in order to respond on a strictly as-needed basis based on whereabouts of someone passing an occupancy sensor. As occupant moves floor-to-floor the lighting above or below that floor will illuminate, providing a feeling of safety and security while reducing energy costs when unoccupied.

Message(s): Similar messages to healthcare scene, but with additional story of the lighting going successively from dim to light and back to dim as occupant moves within the space.

Scene 5: **Office space**

Display: Corner area for open-office (and possibly hallway) visual, including cubicle(s). Incorporate half of window display (shared with education vignette) and perhaps the stairwell to the other side.

Purpose: Show the positive difference that high-quality lighting – such as lighting with less *flicker* – can make in the work environment. Also, demonstrate the incorporation of different types of lighting controls with office lighting, particularly smooth dimming.

Message(s): Quality lighting creates a better, healthier environment for employees, and that can create greater productivity, higher-quality work products, and less absenteeism.

Transition: Windows of office and classroom space; represents sidelight daylighting. NOTE: the window closest to the front of the room will be removed.

Scene 6: **Classroom**

Display: Flat wall showing classroom elements, including two windows (one shared with Scene 5). The toplight daylighting fixture(s) also should be worked into this display.

Purpose: Demonstrate the incorporation of daylight harvesting, with both side- and top-lighting, in the educational environment.

Message(s): Daylighting provides a superb environment for education and studies show that it can result in higher test scores by students who are more open to learning.

Scene 7: **Controls exhibit**

- Display: Corner area to right of presentation screen, showing actual nLight lighting-control equipment and a monitor to use in showing how one accesses lighting data for management and maintenance purposes.
- Purposes: Showcase wide array of nLight control products and how they're tied into the lighting products throughout the room.
- Message(s): "Smart + Simple" is all about the easy integration of digital lighting with digital lighting-control products and how, together, they provide unprecedented connectivity, portability and functionality.