

# Light

# Miami

One Biscayne Tower 1818, Miami, Fl. 33131

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## WHY LIGHT UP MIAMI?

National exposure, fun, pride, beauty, prominence and attractiveness. It is said that the value of the promotion and advertising generated by the Centrust's lighting far outweighs the expenses incurred on its illumination many times over. The MONA LISA on the Museum Tower has been seen from Monaco, Spain to Oregon, USA. Both lighting schemes have received world wide exposure, and with them Miami has been mentioned.

Downtown Miami can obtain the same results. A city that lights up and dances with lights, plays with its lights! A daily, weekly, annual show of major lighting proportions. Miami's Downtown is a jewel in the making, about to sparkle at night like no other city can. Not one single concept could so successfully propel the City into enjoyable world wide prominence as a light display of superlative proportions. The benefits will far outweigh the cost as proven by Centrust and Museum Tower.

The tear we saw in Mona Lisa's eye was a tear of happiness, of welcomeness, of recognition to an idea whose time has come. We need to find a permanent place for Miami's Mona Lisa (if Mr. Codina does not mind sharing her with Miami) and we need to follow through with the goal of a light up Miami's splendor, where everyone can share the pride of being part of it all.

## RECENT LIGHT UP BUILDINGS:

- 1) CenTrust Tower
- 2) 1221 Brickell
- 3) World Trade Center (Calle 8)
- 4) Museum Tower (Mona Lisa)
- 5) AmeriFirst
- 6) Plaza Venetia
- 7) Bayside

## BUILDINGS WHICH ARE CONTEMPLATING MAJOR LIGHTING EFFORTS:

- 1) Government Center
- 2) Court House
- 3) Miami Center
- 4) Southeast Financial Building
- 5) Freedom Tower
- 6) Laser Light Tower in Bayfront Park
- 7) Rainbow colors on Metrorail across Miami River

## PLANS IN CONCEPTUAL STATE (OR SUGGESTIONS THROWN TO THE FOUR WINDS IN SEARCH OF TAKERS):

- 1) Overtown Park West (Light sculpture)
- 2) Design District
- 3) Flagler Street (neon arches)

If any building has been inadvertently excluded, we would appreciate being informed. On each Light UP DATE Miami a short background on a lighted-up building will be included.

## BITS AND PIECES:

MONA LISA — Owner: Armando Codina; Creator: Jim O'Donnell, VP of Hank Meyer Associates; Lighting was done by Production Dynamics, Inc.; the planning and experimenting took 2 weeks; doing the artwork took 1 week; installation was done in one day with 10 people. Official light up: April 6th; official last day: May 2nd; purpose: to design an event that ties in with the name of "Museum" Tower and, thus, to draw attention to the grand opening of the building.

Owner's impressions: Apprehensive with original concept, very satisfied with final results and exceeding expectation when illuminated. Extending time of exposure from 2 weeks to 4 weeks as a result. Cooperation of Government Center management was obtained so as to minimize glare from the worklights of the evening cleaning crew.

The public exposure came through worldwide print and broadcast News Coverage, CBS network news, distribution by Associated Press, United Press International and throughout Europe on Eurovision. National clipping service shows over 100 different newspapers and magazines as of one month after installation, hundred more expected. Favorable image of Miami goes along with it.

## TWO LIGHTING DEMONSTRATIONS BY TONY NOVO AND FRIENDS:

With luminaries donated on loan by Wide Lite, and bulbs purchased two buildings were illuminated for demonstration purposes with donated talent and labor: FREEDOM TOWER — from April 7th to April 29th (Bayside opening) and the Government Center from April 30th to May 3rd.

The FREEDOM TOWER, a sleeping beauty resting in darkness at night, came to glorious life for 20 days as a preview of what will be forthcoming.

The S.W. wall of the GOVERNMENT CENTER, previously invisible at night, became for 4 days the second most visible structure from a distance of many miles in the S.W. direction. A simple building well lighted changes the skyline at night dramatically when viewed from various angles.

### EQUIPMENT USED FOR DEMONSTRATION (donated)

#### FREEDOM TOWER DEMONSTRATION

Ten 1,500 Watts Metal Halide  
ground level bulbs

Eight 500 Watts Quartz Upper level bulbs

#### Government Center

Six 1,500 Watts Metal Halide

Five 1000 Watts Metal Halide

## EFFECTS OF ONE BUILDING LIGHTING UP ON ANOTHER ONE:

A major reason for organizing a Light Up Celebration is to develop a centralized source or clearing-house for mutual cooperation and protection. One building's lighting extravaganza could develop into another headache if efforts are not coordinated. Also an artistic blend has balance while individual unrelated efforts could create discordance. In addition, locating four luminaries on your "friendly neighbor's building could make the difference between a good lighting design and a superb lighting design. Mutual arrangements can be beneficial for everyone concerned.

Intentionally, the Executive Committee of Light Up Miami chose to do a demonstration of lighting on the S.W. face of the Government Center two days before the Mona Lisa left, so as to study the effects and raise public awareness that one building's lighting project can be dramatically affected by another. This lesson must be passed on to architects and lighting consultants. Tony Novo explains ramifications of this factor in saying: "What is done to the Miami Center will greatly reflect on the 70% glass surface of the S.E. Financial Center. However, what is done on the S.E. Financial Center will not reflect as much on the 30% reflective surface of the Miami Center." The full range of implications continues to be explored. A spirit of cooperation is essential.

## MOVEMENT AND THE SKYLINE

Not every picture can capture each light-up building at its most photogenic profile. Airplanes, boats and freeways offer the oscillation addition of movement to a discovery of an ever changing composition — some of fleeting unduplicated beauty, others of classic perspectives. Movement to a light-up-skyline is like the orange peels on a "borgia" coffee (icing on the cake). There can be movement at the source, movement at the point of perception, and the feeling of movement created by on-off sequence lighting. Lasers will add new dimensions to shapes, patterns, movements and composition to name only a few. Fireworks represent the utmost in light and movement. Music, Light and motion can become a goal for the Celebration event.

WRITTEN CONTRIBUTIONS WELCOMED  
(especially from Vann Helms or from Bernard Kayman).  
Next issue: BITS AND PIECES: CenTrust Tower.