

AMERIFIRST BUILDING #2645
 ONE S.E. 3rd AVENUE,
 MIAMI, FL. 33131



**OWNERS • BUILDERS
 • DEVELOPERS
 • PROFESSIONALS
 • MUNICIPALITIES**

Are you interested in learning how illumination can benefit you?

Attend the...

COLLOQUIUM ON
"THE ILLUMINATED CITY AS A LANDMARK"

conducted by:

Light Up Miami Inc.

with the collaboration of
 the Miami chapters of the South Florida
 sections of:

**BOMA
 A.I.A.
 I.E.S.N.A.
 B.P.M.A.
 A.S.L.A.**

February 28th, 1992
The Hyatt Regency Hotel, Miami River



Miami ranks number one in terms of permanent exterior illuminated structures in the US.

What does this mean to the community and to property owners?

Discover the economic and social ramifications.

Light Up Miami, Colloquium

3 7 5 - 9 1 0 0

ECONOMY

Illuminating the Miami skyline has over 30 million dollars value to the local economy through media imaging. This translates to more visitors, more conventions and more businesses interested in Miami property.

SAFETY

Far less crime occurs during daylight hours than in the evening hours. Human psychological and physiological behaviorisms result from visual comforts of the preceived spaces. Light versus dark, safety versus potential injury.

CULTURE

Lighting at cityscape scale unifies the spirit of the city creates active participants and generates a sense of identity.

FARREY'S LIGHTING

Floridas source for contract lighting and hardware for 50 yrs.
 1850 NE 146th Street
 North Miami, Florida 33181
 Dade (305) 947-5451

DOWNTOWN DEVELOPMENT AUTHORITY

1 Biscayne Tower Suite 1818
 Miami, Florida 33131
 (305) 579-6675

SOUTH DADE LIGHTING

13006 S.W. 87th Ave.
 Miami, Florida 33176
 (305) 233-8020

AMERIFIRST BUILDING

COMPASS Management and Leasing
 A Division of Equitable Real Estate Investment Management Inc.

POINCIANA VILLAGE

Downtown cond. For sale.
 Starting at \$66,000
 269 N.W. 7th St.,
 Miami, Fl. 33136
 (305) 358-8030

LASER PRODUCTIONS

Entertainment Laser Displays
 7000 N.E. 4th Ct.
 Miami, Fl. 33138
 (305) 754-6885

**ALEXANDER F. STYNE
 IDSA/FIES**

Consultant in lighting and color
 P.O. Box 431468
 South Miami, Fl. 33143
 (305) 661-0915

BLACK'S DUPLICATING SERVICES, INC.

AmeriFirst Bldg.
 1 S.E. 3rd Ave.
 Miami, Fl. 33131
 (305) 374-8288

APOLLO LIGHT AND SOUND INC.

Rentals, Sales and Services
 3714 N.W. South River Dr.
 Miami Fl. 33142
 (305) 887-8899

CROWN COURIER SYSTEMS

Dade - 592-4000
 Palm Beach - 655-8870
 Boca - 243-1300
 Elsewhere - 1-800-321-3121

TONY NOVO

Lighting Consultant
 4950 S.W. 72nd Ave.
 Suite 112
 Miami, Fl. 33155
 (305) 661-9742

HYATT REGENCY, MIAMI

City Center at River Walk
 400 S.E. 2nd Street
 Miami, Fl. 33131
 (305) 358-1234

CELESTIAL ILLUMINATIONS

The Fine Art of Lighting
 2412 S.W. 16th Ave.
 Miami, Fl. 33145
 (305) 285-4731



For all your Sign, Advertising & Design Needs
 (305) 751-1488

NAME _____
 PHONE _____
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 ADDRESS _____

- LUNCH (\$28.00 BY ITSELF) STUDENT WORKSHOP (\$49.00 NO LUNCH)
- WORKSHOP (\$149.00 INCLUDES LUNCH) EXHIBITOR'S TABLE TOP DISPLAY \$124.00
- DINNER (\$40.00) DAVID BUTT 444-8520

The workshop fee is \$149.00. A 10% discount is available for those who respond with payment before February, Tuesday 23rd, 1992.
 For More information please call LIGHT UP MIAMI 375-9100
 RSVP -- NEED MINIMUM 3 DAYS ADVANCE (FEB. 25TH)

MAKE CHECK PAYABLE TO
 "LIGHT UP MIAMI"
 AMERIFIRST BUILDING #2645
 ONE S.E. 3RD. AVENUE, MIAMI, FL. 33131

LIGHT UP MIAMI COLLOQUIUM

SCHEDULE

- 12:00 - 1.00 - **LUNCHEON** hosted by **BOMA**
 Builders Owners and Managers Association
 Introduction by - **Jack Goodrich**, Chairman of BOMA and -
Tony Novo, Chairman of *Light Up Miami*
 Keynote Speaker - **Mayor Xavier Suarez**
 Economist - **Manuel Lasaga**
- **COLLOQUIUM** -
 (organized along design phases)
- 1:20 - 1:30 - Introduction - **Professor Alexander Styne**,
 University of Miami, IDSA/FIES
- 1:30 - 1:50 - **Owner / Developer** to be announced
 Introduced by **Bill Kelly**, BOMA
- 1:50 - 2:10 - **Architect** - **Richard Heisenbottle**,
 President South Florida A.I.A.
 Introduced by **Dixon Alvarino**, Edifice Int'l.
- 2:10 - 2:30 - **Landscape Architect** - **Ted Baker**, ASLA
 Introduced by **Barry Miller**, chairman
 South Florida ASLA
- 2:30 - 2:50 - **Lighting Designer** - **Mark Kruger**, IALD,
 IES
 Introduced by **Jeffery Harris**, IALD, IES
- 2:50 - 3:30 - **Electrical Engineer** - **John Hefley**, IESNA
 Introduced by **Henry Johnson**, DDA
- 3:10 - 3:30 ----- **BREAK** -----
- 3:30 - 3:34 - **Manufactures Representative** - **William Pino**, I.E.S.N.A.
 Introduced by **Dave Butt**
- 3:45 - 4:00 - **Electrical Contractor** - **Francisco "Paco" Farach**, National ECA. Ed Helms Elect.
 Introduced by **Peter Di Filippi**, FPL
- 4:00 - 4:15 - **Electrical Distributor** - **Ms. Kathy Held**,
 I.E.S. A L A, S. F. B. A.
 Introduced by **Edgar Gil**, I.E.S President
- 4:15 - 4:30 - **Urban Planner** - **Sergio Rodriguez**,
 Assistant City Manager, Miami.
 Introduced by **Gregory Gay**, Mia. Planning Dept.
- 4:30 - 4:45 - **Realestate Agent** - **Ron Robison**,
 President Coral Gables Chamber of Commerce
 Introduced by **Van Helm**, Knight Ridder
- 5:00 - 7:00 - **COCKTAILS & PRODUCT SHOW**
 hosted by I.E.S.N.A.
- 7:00 - 9:00 - **DINNER** hosted by **A.I.A. Keynote Speaker** - **Eugene Kohn**, of Kohn,
 Pedersen & Fox. N.Y.
 Introduced by **A.I.A President Robert Chisholm**
- Dark - 11:00 - **Lighting Event** at the Hyatt Hotel

GOALS OF COLLOQUIUM

To establish an educational forum in the technical, economic and community aspects of urban illumination.

To explore reasons why owners and managers who's buildings are without exterior illumination should.

To provide information and get feedback as to what **Light Up Miami** is; it's goals of making Miami the number one City of Lights, Arts and festivals worldwide; and to encourage participation into **Light Up Miami**.

Enhancement of the aesthetic appearance of urban planning at nighttime. Increase in safety.

Attractiveness to increase tenant occupancy and comfort via a landmark site due to exterior illumination.

Networking within interrelating professions in the urban planning, econmic and design fields.

TOPICS

- How buildings become landmarks.
 - The city as a total piece of art-The city as an illuminated landmark.
 - Building and lighting: New E.P.A. "Green Light" guidelines, New codes recommended and soon to be required for energy conservation.
 - Costs in exterior building illumination.
 - Promotion, leasing via visual artistry
 - Communications across space between buildings
 - Should Miami be open to the idea for a Master Plan for the further illumination of the city?
 - The illumination of other cities in Dade county
 - Futurism - creative ideas
 - Future projects as part of the "MasterPlan" for Miami: Biscayne Boulevard, Flagler Street, Riverwalk.
 - Technological Advancements in luminaires, lamps and controls.
 - Community gains & Social Benefits.
- For more information call Carlos Batista at:
Light Up Miami - (305) 375-9100

Group envisions bright future for Miami

By **BETH DUNLOP**
Herald Architecture Writer

For a century or more, Paris has been the world's "city of light," its famed buildings and monuments aglow against the dark of the night.

Could Miami compete with that?

"We can have some of that magic all our own," said architect Hervin Romney. "From the Freedom Tower to CenTrust, we have that wonderful nighttime scenery — the way it reflects on the water, the way our buildings stand out against the night sky. We can have not a copycat city, but a version all our own."

A group of about 50 architects, engineers and public officials gathered at the James L. Knight Center Friday to dream aloud of making Miami into America's city of light. The event — a colloquium called "The City

as an Illuminated Landmark" — was sponsored by the nonprofit organization Light Up Miami.

Downtown Miami already has 33 permanently lighted buildings and five illuminated works of art, including the neon Miami Line on the Metrorail bridge over the river and the laser light tower in Bayfront Park. "Light Up Miami is a tangible and visible reality, to which a lighted night skyline silently attests, but we have only scratched the surface of the recognition we seek for Miami as a great city of light," said electrical engineer John Hefley.

The colloquium was an opportunity to exchange ideas and dreams. One future fantasy is of a centrally operated computer system that would control — and even choreograph — the pattern of lighting on buildings

throughout downtown Miami. Another is for a master plan for the city's illumination that would be the result of an international design competition.

Miami Assistant City Manager Sergio Rodriguez proposed that special lights in sequence — either street lamps or low-scaled "bollards" lining curbs could offer direction to certain destinations such as the Miami Arena. New York lighting designer Mark Kruger pointed out a litany of lighting possibilities on buildings and bridges, in public parks and along the water's edge.

"Why light?" asked landscape architect Ted Baker. "At night, lighting is the message. It captures the essence, the charm, the form, the diversity, the comfort and warmth of place. It connects us to our surroundings. It illuminates the landscape as a landmark."