

MUMBAI STATE CENTRE

Breakfast with Light 10

March 31, 2013, Mumbai

The 10th Breakfast with Light lecture was given by Ms Jaspreet Chandhok, Partner, Ethereal Designs on Lighting Design: Communication in a visual language.

"The human being himself, to the extent that he makes sound use of his senses, is the most exact physical apparatus that can exist" says Goethe. Our eye needs no certification; it has a mind of its own. When we start connecting with the experiential aspect of light, our entire approach to the subject shifts to being life-oriented. To apply the medium of light, one does rely on science and technology but once applied, it shares its own story. Whether or not the viewers and the users have the knowledge of the technology, they do have their own experiences and emotions based on which they perceive a design.

During this session, several lighting terms (diffraction, refraction, intensity, etc.) and material properties were reinterpreted in the context of nature, in the human context and in the applied context through project references. Out-of-the box innovative ways of using shadows in lighting schemes were shared. This interactive session was an attempt to bridge the language barriers between 'the science of light' and 'the emotional experience of light'. It concluded with a lively Q&A session wherein the audience was really interested in knowing how lighting affects the 'shopping experience'. Examples were presented on how certain brands ensured a uniform but appealing experience across all their stores thus attracting customers.