

CASE STUDY



MUSEUMS



OPPORTUNITY

Harmeet Singh Issar and Sanjeev Nangia, creators of the 'WYSIATI (What You See Is All There Is). Or is it?' art installation needed the right lighting to stimulate people to stop and take a new perspective.



SOLUTION

Design Matrix was hired to determine the best fixtures for the installation and chose Martin RUSH PAR 4 UV and RUSH BATTEN 1 HEX fixtures for their high-output ultra-bright UV light

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Our goal with this design was for no two people to have the same viewing experience.”

'WYSIATI' ART INSTALLATION, INDIA

Design Matrix recently deployed Martin by HARMAN RUSH UV lighting fixtures in the 'WYSIATI' art installation to create unforgettable lighting effects.

'WYSIATI (What You See Is All There Is). Or is it?' is an art installation created by Harmeet Singh Issar and Sanjeev Nangia as part of iGuzzini's 'Light First' exhibit. 'WYSIATI' takes different forms depending on where you stand, stimulating people to stop, reflect and take a new perspective. In order to achieve this effect, Issar and Nangia hired India's leading architectural lighting experts, Design Matrix. After consulting with the creators, Design Matrix selected Martin by HARMAN RUSH PAR 4 UV and RUSH BATTEN 1 HEX fixtures for their high-output ultra-bright UV light.

"Our goal with this design was for no two people to have the same viewing experience," said Harmeet Singh Issar, creator of 'WYSIATI'. "Martin lighting fixtures were the obvious choice for this project, as they're the only professional blacklight fixtures on the market with optics, allowing us to alter the directionality and intensity of light to get the perfect visuals."

'WYSIATI' is constructed using fluorescent pigment, wire mesh, and high-gloss mirror sheets strung across the tree-lined boulevard. RUSH PAR 4 UV fixtures illuminate the wire sculpture with an ultra-bright UV LED light, morphing the texture of each surface as viewers move around the exhibit. RUSH BATTEN 1 HEX fixtures provide controllable electronic dimming, strobe, and pulse effects, allowing the designers to achieve a variety of exciting looks.

"Martin lighting has long been associated with creative lighting art in the west. In India this is one of the brilliant instances when art has been presented with such creativity and innovation. I thank Harmeet for bringing such works of creativity to Indian audiences." said Prashant Govindan, Sr. Director, India and SAARC, HARMAN Professional Solutions.





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He further added, "Martin archtainment lighting fixtures are flexible, extremely reliable and are backed with world class quality and support. It is therefore natural for lighting designers across the world to use Martin in several creative expressions in art and technology. Both RUSH PAR 4 UV and RUSH BATTEN 1 HEX were recently launched during Infocomm 2018 and have great potential for blacklight applications. The way WYSIATI install simulated cognition, it can be a fantastic install unit at venues that have long walk-ways such as Art Galleries, Museums, Amusement Parks, Heritage Sites, Theatre/ Auditorium Sound and Light shows, etc."

PRODUCTS USED

MARTIN RUSH PAR 4 UV

MARTIN RUSH BATTEN 1 HEX



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