

LIGHT SUGGESTIONS

Fairy-tale atmospheres and light paths for the C-Dream Lounge Bar & Showroom of Costa Crociere.

The new showroom of Costa Crociere, located in the commercial centre of Genoa, Italy, is a polifunctional and polisensory space literally plunged in an atmosphere on the border between Romanticism and fairy-tale. C-Dream is a place where the utilization of special effects, specially designed, contributes in the creation of an environment rich of visual and olfactory suggestions.

The implementation of the project, lasted several months, has been supervised by Paolo Campanelli, Technical Entertainment Coordinator of Costa

Crociere. The design studies have taken to a unique technological set.

The lighting followed the intention of the architects Marcello Albini and Manuela Venturini, that is to create a surreal place to be able to change its colors and characters completely. This result has been reached with the use of 126 directional spotlights by Tryka, together with 18 strips by Tryka and 31 mini moving heads by Xilver, all with the LED RGB technology with last generation variable optical systems.



The DMX technology (Digital Control System) and the light controller WholehogII by FlyingPig helped C-Dream to live with a sort of "proper light"; the internal environment can change in more of 16 millions of color shading in all its surface and in separate rooms. The equipment management is completely pre-programmed and automatized. Relevant factor such as the daily 24 hours and the different yearly seasons have been held in consideration. The lighting programming changes continuously during the days in complete autonomy and, of course, it is always possible to intervene manually, thanks to a AMX interface with a wireless tablet touch screen.

The different typologies of projectors has been carefully selected in order to have a complete independence of action in the whole surface. The small moving lights by Xilver are essential in the creation of the moving effects of the light. The projectors by Tryka, instead, have a very important role for the perimetral lighting needs and for the particular spots, thanks to the 6° and 15° of elliptical optical systems. The backlit job of part of the semi-transparent hand-decorated ceiling is provided by strips of 120 cm and 60 cm by Tryka.



Some particular, evocative situations, have been created in C-Dream. For example, in the area dedicated to a special seesaw, the designers drew a water screen, where projected moving images and colors have place, and a special machine for the diffusion of perfumed fragrances. Everything start automatically, only when a person sit down on the seesaw.

In another zone there's a speaking mirror, where, when a person stop in front of it, a video starts mixing poetry words, and an audio system, at the same time, make them audible. This effect is "decorated" with falling rose petals and changing lights.

The last zone, the central part of C-Dream, is reserved to a wonderful spiralformed sculpture, made by the Italian artist Jacopo Foggini, named Spirula Spirula. Entering in the spiral and walking by it's possible to live different situations, enjoying unique sensations, thanks to the astonishing rifraction of the material of the sculpture made by synthetic resin. The lighting design of this particular zone has been designed with a particular attention to the suggestion felt entering in the Spirula Spirula passage-way. The path is marked by the Tryka built-in spotlights and, in the central part of it, there are 15 moving heads by Xilver dedicated. With their continuous light movements, the moving heads give the sensation of a sweet perpetual movement to the visitors.

The end of the experience inside the Spirula Spirula stands in the center of the spiral; also here the automation is a key player: the scene changes completely, all the lights inside the Spirula Spirale change color, drawing a sort of imaginary icy building and while the prow of a ship of Costa Crociere comes

out with the unmistakable sound of the sea. Of course these experiences start only when someone is passing by in the zone.

Another particular curiosity is in the restrooms of the C-Dream, where the access areas to bathroom change color continuously, while the services zone is perennially red. The restroom dedicated to the handicapped persons is always of a light blue and the acces corridor change color once a day with special daily program.



CREDITS

Name: C-Dream Lounge Bar & Showroom

Place: Genoa, Italy

Customer: Costa Crociere

Project Manager: Paolo Campanelli, Technical Entertainment Costa Crociere

Architects: Marcello Albini, Manuela Venturini

Lighting Designer: Davide Trentacoste

Lighting equipments: Modules 6 Mr 16 and strip modules Tryka; Mini Moving Heads Xilver, Distributed in Italy by: One 4 All Srl, Ottiglio Monferrato (AL) Italy

Supplier: Audio Effetti, Genoa, Italy.