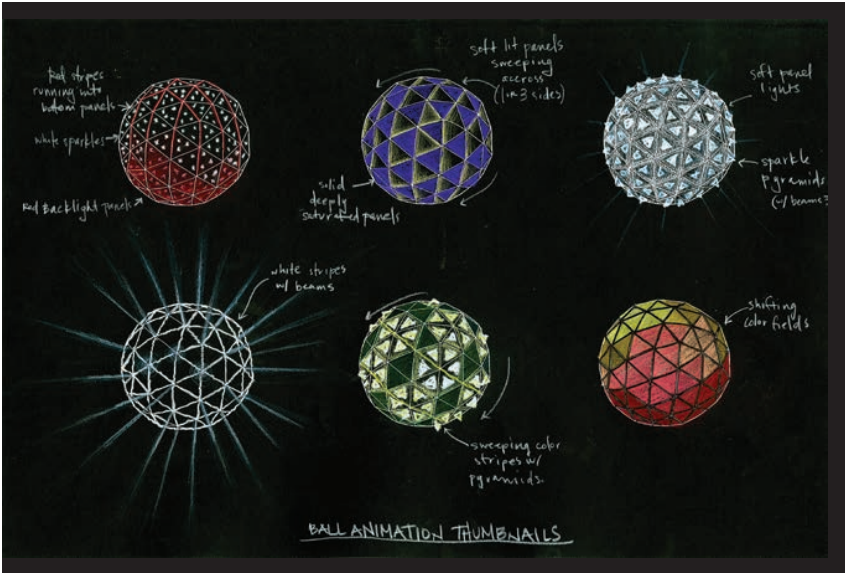


# Times Square Ball —100th Anniversary

**LUMEN**  
CITATION  
for Increasing  
Public  
Awareness  
of LED's

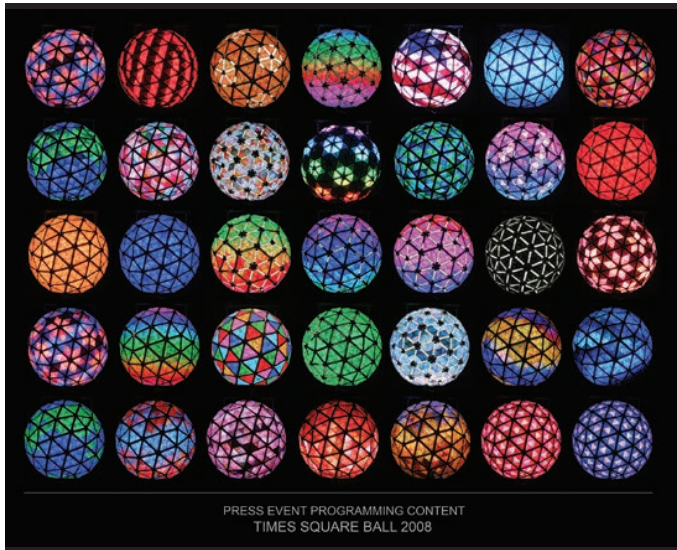
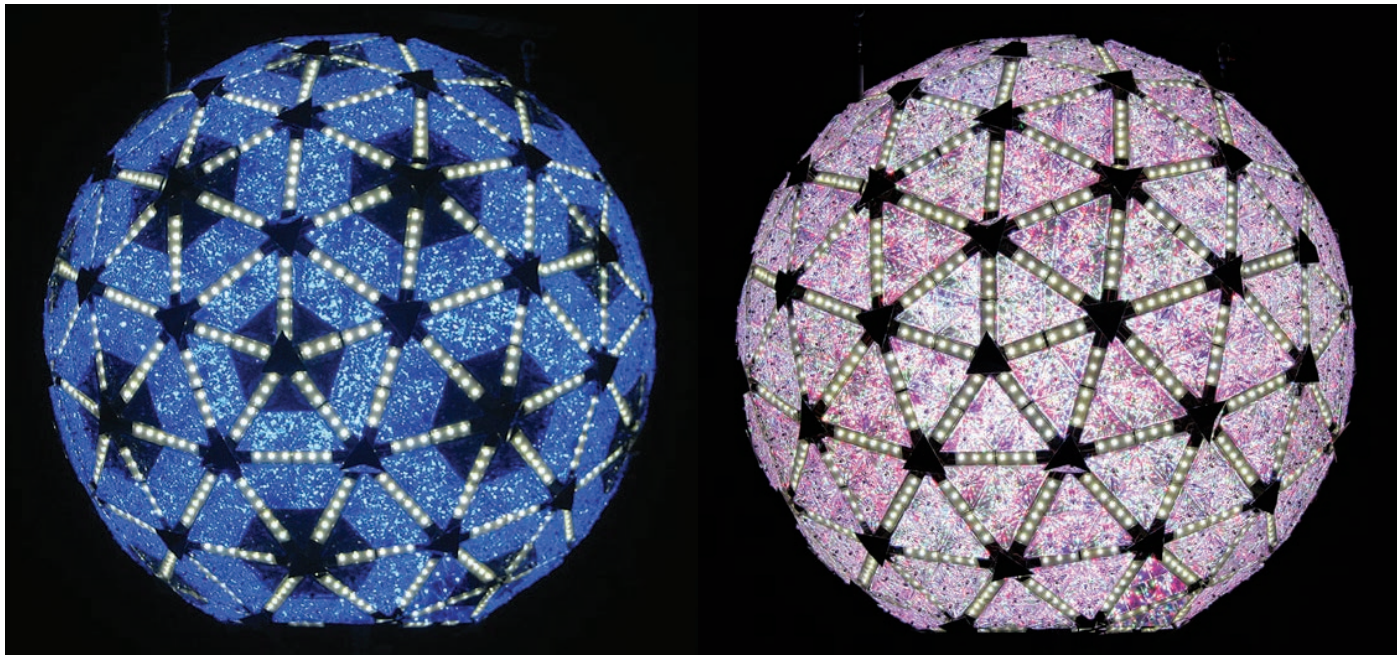
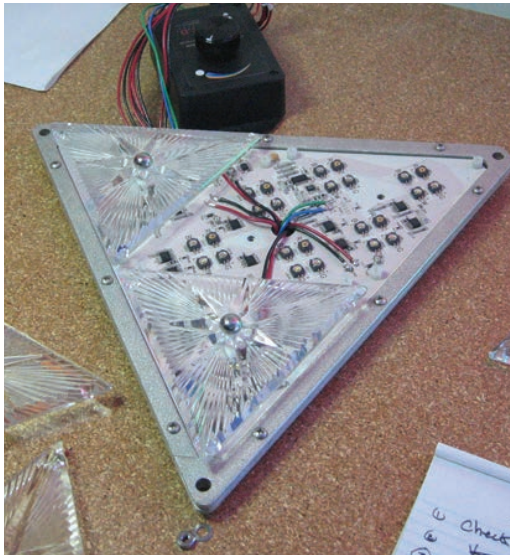
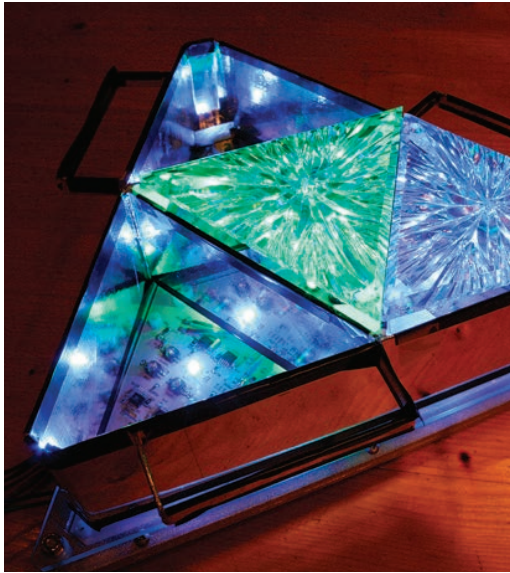
The theme for the 100th anniversary of the Times Square Ball was “Let There Be Light”—the goal was to create a sparkling “gem” more colorful, dynamic, and earth-friendly than ever before. The ball’s triangular crystals had to sparkle as much when viewed from 500ft away as they did at 10ft away. This was achieved utilizing energy-efficient, red, green, blue, and white LED’s with specially designed mirrored baffles and double faceted crystals—creating incredible sparkle, excellent color mixing, and distinct separation between triangles—allowing New Year’s revelers to appreciate every facet of this brighter, more colorful Times Square Ball.

**Lighting Designers:** Focus Lighting, Christine Hope, Brett Andersen  
**Producer and Owner:** Countdown Entertainment  
**Photography:** Ian Hardy, iMedia Network



“We analyze a project like this based on our theatrical experience. We analyzed different views of the ball depending on the location of the audience. A person standing 10’ away should experience the beauty and intensity of each individual crystal triangle, much like the view an audience member in the first row would from that distance in the theatre. A television camera from 50’ away should capture the kaleidoscopic moving patterns of light and color radiating from the crystal triangles. And from as far back as you can get, the back row of the balcony—a reveler celebrating 500’ away on the street in Times Square should see the intricate colorful moving patterns of light sparkling in the sky. Each view of the ball was to be equally dramatic.”

—Paul Gregory



PRESS EVENT PROGRAMMING CONTENT  
TIMES SQUARE BALL 2008

