



“It is refreshing to see so much care and study go into a relatively small space to create something so special.”

—Lumen Awards Jury

Award of MERIT

330 Hudson Street Lobby

New York, NY

Cline Bettridge Bernstein Lighting Design

Francesca Bettridge, Michael Hennes, Renata Gallo

ESI Design

Michael Schneider, Ed Purver, Angela Greene, Ania Wagner

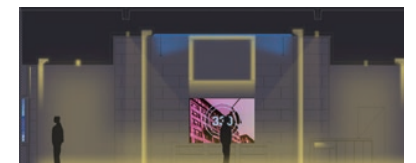
The entry to this 1910 warehouse building is re-imagined as a modern lobby with an LED media art installation that wraps around its perimeter. The inverted white LED coves reinforce the architectural aesthetic by creating glowing lines that softly illuminate the limestone surfaces. The effect is a modulated background that enhances, without dominating, the media walls. CBBLD designed the lobby’s lighting to complement and actively respond to the exhibit panels. The media art’s control system senses the image color and in turn informs the color and intensity of the architectural lighting. Together, the architectural lighting and media art create a rich, novel experience.

ARCHITECT
HOK

OWNER
Beacon Capital Partners

PHOTOGRAPHY
ESI Design

Renderings by
Cline Bettridge Bernstein
Lighting Design
Electric Lighting Agencies, Inc.



“The lighting design for 330 Hudson was a true collaboration among the architects, the digital media artists and the lighting designers. The architectural lighting solutions complement the clean and modern style of the architecture as well as working in concert with the art of the multi-media walls. The custom fixture is an architectural solution that with its advanced five-channel LED technology allows us to bridge both worlds.”

—Francesca Bettridge, Principal, Cline Bettridge Bernstein Lighting Design