



CITATION

for Creative Use of Shadows

Touro University Flagship Campus Lobby at Times Square

New York, NY

Anita Jorgensen Lighting Design

Anita Jorgensen, Joe Ballweg, and Katherine Lindsay

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The Touro University Flagship Campus at Times Square stands out for its imaginative lighting design, reminding us that shadows are just as powerful as the light. In a neighborhood where everyone is competing to be bigger and brighter, the design team here draws our eyes towards the letters created by the contrasting darkness.

This innovative approach not only sets it apart but also earns it the well-deserved Award of Citation for creative use of shadows.

— David Seok, 2024 Lumen Awards Judge



Touro University's new flagship campus in the heart of Times Square needed a bold, dignified presence. Inspired by a performance where a soloist danced within a followspot of shadow on an illuminated stage, the design utilizes continuous ribbons of 3500K light to stencil the university's name in complete shadow against a brightly illuminated 27 ft-tall identity wall.

The process began by surveying the existing evening light levels, which ranged from 200 to 650 lx measured at the ground. To compete with the highly animated environment, static white LEDs face a matte-white wall, and the reflected light creates a luminous lobby. Delicate custom stand-offs disappear into the wall, doubling as wireways terminating at remote programmable drivers. Computer modeling and a series of mock-ups helped determine the optimal spacing for even illumination.

By employing a high contrast ratio of light and shadow, Touro's identity stands out in counterpoint to the lively lighting that skins neighboring buildings. The campus' visual identity is a distinctive new lighting feature to the area's nightscape.

ARCHITECTS

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