

Light Pollination

Light Pollination is an interactive digital artwork commissioned by iGuzzini¹ – an international architectural lighting company – to celebrate the power of light as a vehicle for social innovation. It was designed by London-based digital-arts studio UniversalAssemblyUnit².

The artwork seeks to spread the word about light, and in doing so, it explores the strong links between light and communication. Fibre optic, the primary material used to create the artwork, is a vehicle for light through which high-speed communication is facilitated. Thus, the art installation is both an expression and a prototype of this, albeit on a smaller scale. Rather than addressing a particular function, it imagines an alternative way of interacting with artificial light.

The light art installation will be revealed to the public during this year's London Design Festival and will be located in the heart of the Brompton Design District, in South Kensington.

Powered by love of playful light, it features around 20,000 individual points of LED light brought to the surface through fibre optics, and is dotted with interaction points. When light is shone onto these pollination points, the artwork immediately responds with growing bands of light, expanding progressively into wider and faster light bursts. This creates a pollinating effect across the artwork, completely transforming its landscape. Being inspired by light found in nature under a whole spectrum of expressions and behaviours, the artwork suddenly resembles an open meadow pulsating with the flickering lights of fireflies, looking more and more vibrant as dusk descends and the evening light wanes. This vibrant scene is in line with the Brompton Design District³'s central theme of transformation.

To re-enact this beguiling beauty of bioluminescence, and to ensure that visitors experience the artwork at its full potential, the space hosting Light Pollination will be darkened to provide an ideal setting.

Besides interacting with the artwork itself, visitors will also be able to interact with each other in a fun and engaging way, powered by playful flickering lights. This highlights the importance of the social aspect of bringing people together to pollinate the surface of the artwork and to communicate through light.

Light Pollination is a free event, suitable for children and adults alike. The venue address is only a stone's throw away from the South Kensington tube station. Visitors are welcome to come and enjoy the artwork throughout the duration of the London Design Festival.

Venue |

15a Cromwell Place Mews, SW7 2LA

Open Press Day |

22 September 10.00 am - 9.00 pm

Timings |

Mon - Wed 10.00 am - 6.00 pm

Thu - Fri 10.00 am - 9.00 pm

Sat 10.00 am - 6.00 pm

Sun 12.00 - 5.00 pm

Press Contact |

Rohan Servand + Cristina Ticoi

press@iguzzini.co.uk

iGuzzini illuminazione UK Ltd.

Astolat Way

Guildford, GU3 1NE

01483 468000

Hashtag | #lightpollination

Photographer | Amandine Alessandra

¹ Please refer to page 2 for iGuzzini bio.

² Please refer to page 2 for UniversalAssemblyUnit bio.

³ Please refer to page 3 for Brompton Design District bio.

Light Pollination



iGuzzini is an international community at the service of architecture and light culture, for a better life. The company manufactures indoor and outdoor luminaries – operating on the international market – and is one of the leading lighting manufacturers in Europe. Its ethos is driven by research, innovation, technology and sustainability. Recent projects include the study and re-illumination of Leonardo Da Vinci's *The Last Supper*, The Stavros Niarchos Foundation Cultural Centre in Athens, The Leadenhall Building (cheese-grater) and The Whitney Museum of American Art in New York. iGuzzini is also involved in a research project alongside the London School of Economics and King's College, which seeks to study the effect of lighting in social spaces.

www.iguzzini.com

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Universal
Assembly
Unit



UniversalAssemblyUnit is a London based digital arts studio producing innovative installations and experiences using animative processes and technology to give life and new behaviours to everyday spaces. Previous commissions and exhibitions include the Royal Festival Hall, Sonar Barcelona, AND Festival, the Barbican, and Fashion Space Gallery.

www.universalassemblyunit.com

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The Brompton Design District is a partnership between leading international brands, much loved independent retailers, neighbourhood restaurants and cultural institutions. Initiated by South Kensington Estates, a company with a history woven into the fabric of the district for over 200 years, these businesses joined forces in 2006 with a view to revitalise the heritage of the area. The aim is to create a place where people come together to share, enjoy and learn about design in its broadest sense; design, culture, fashion and food.

During the London Design Festival, Brompton hosts a programme of temporary design exhibitions in vacant spaces curated by Jane Withers. 2016 is the 10th anniversary of this programme and the theme for this year is transformation. Brompton celebrates with a special installation and event called the Brompton Cocktail at the garage, 1 North Terrace with Arabeschi di Latte and Brompton's alumni of designers.

www.bromptondesigndistrict.com

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