ONE Las Vegas

The LIGHT to Sell
By Robyn DuShane
One Las Vegas, Sales & Design Studio

- Local developer selling high-rise residential condominiums on the South Strip
- Consists of a fully operated sales and design studio
- Operates daily with a minimum of 4 people on staff and constant foot traffic
- Roughly 2,000 sq ft office space
In order to strike the eye of the potential buyer, One Las Vegas’s approach to a selling atmosphere relies solely on the marketing lighting, leaving the functionality of the space unsatisfactory.
Design Response

As an employee & frequent user of the space my design response to the insufficient lighting is to provide a functional work space with the appropriate layering, technique & equipment in order to achieve a fulfilling ambience for both the staff and clients.
LAYERS of LIGHTING

The purpose of layering is to create a harmonious composition. Unfortunately, the existing lighting design of One Las Vegas is unsatisfactory. Although it meets the code requirements, the lack of layering only supplies the space with minimal lighting and undesirable effects.
The Ambient Layer is the overall lighting in a space, which allows moving and visual clarity. It provides a striking contrast of other lighting layers.

ONELV intended to provide the space with ambient lighting in mainly the lobby area.

To the right is an example of unsuccessful use of illumination as it does not create an even spread nor does it distribute light much lower than 2 feet.
Task Layer

- The Task Layer provides the primary lighting for work tasks.
- As ONELV primarily operates as an office atmosphere, consistent task lighting is extremely important for daily functions.
- Here is a typical office where the lack of task lighting inhibits the work station.
- The double recessed cans create a dramatic scallop along the wall, but they fail to provide appropriate desk lighting and storage visibility.
The Focal Layer provides aesthetic lighting that demands powerful style and appearance, illuminating features and displays such as art work, signs, architecture, etc.

Relying on the marketing of the lighting, ONELV’s focal element of the lobby is the community topo model which is illuminated with a ring of track lights.

With the concentration on the model, the rest of the lobby is naturally overlooked.

The space imposes priority, but in a nonfunctional manner.
Decorative Layer

- The Decorative Layer is the ornamental layer that captivates the eye and makes a statement.
- In the Design Studio at ONELV buyers can purchase upgrade light fixtures shown here on the left.
- As a form of selling, they adorn the main work surface area in hopes to captivate the buyer’s eye and pocket.
- While the showcase of these items is appropriate, using the pendants simultaneously as a selling, task, and decorative layer does not satisfy the functionality of the space.
- Rather, it makes the space very one dimensional.
LIGHTING TECHNIQUE

Lighting techniques involve a number of basic lighting methods. In achieving successful layers of lighting, a combination of techniques should be selected according to the specific design. ONELV’s attempt to satisfy the space fails not because of unprofessional technique, but due to the overexposure of light in some areas and the deficiency in others.
Downlighting

- Downlighting illuminates the horizontal surface below the luminaire
- In effort to provide a stylish office space, ONELV utilizes an overexposed combination of directional track lighting and recessed cans
- As you would assume the task areas to be illuminated well, the unorganized layout of these fixtures actually interferes with the overall light of the space
Downlighting

- The Design Studio is lined with a perimeter track of halogen downlights which surrounds the cluster of pendants.
- Undesired reflection and glare bounces off the halogen bulbs and onto the wall creating inconsistent color and light noise.
Downlighting Equipment

The downlighting equipment consists of LBL Halogen Pendants, LBL Halogen Track Lights, and Juno 4” Low Voltage Recessed Cans.
Cove Lighting

- Cove Lighting is a form of uplighting that illuminates the ceiling from a cove on a side, whether a wall or a coffer
- The topo display is the most successful existing element of the space as it provides a soft glow to the area below using Alexandra Lighting Systems Inc.’s modular cove system
- It also creates a dominant focal point to advertise the selling product
Wallwashing

- Wallwashing is used to illuminate a wall as evenly as possible
- The lobby perimeter walls are effected by a wallwashing technique which is being housed in a ceiling soffit above
- Linear light strips from Alexandra Lighting Systems Inc. have been selected for this application
- With incorrect directional light, the glossy floor plan imagery & fixtures create a strong glare
- The application of wallwashing does not seem appropriate for this purpose as it interferes with the visibility of important material
Accent Lighting

- Accent lighting is used to illuminate and highlight artwork or a retail display.
- The low voltage picture strips from Alexandra Lighting Systems Inc above are inadequate for the application as the light does not even reach the piece below.
- The strips are also hung much too high & in random selection creating an uneven spread of light.
- The surreal cityscape light panels below are a neat effect, but in essence the bright florescent colors tend to mute out the rest of the model floor plan.
Along the lobby walls two Alexandra Lighting picture bars are hung over plastic covered imagery. The height on these fixtures are not easily adjustable and therefore have been left installed too high, defeating the purpose all together.
PROPOSED DESIGN
LAYERS of LIGHTING

In responding to the daily function of ONELV, I believe the entire office lacks a quality layering of lighting. The existing design depends on downlighting to illuminate the space as both a work area and selling tool. To improve the space I would suggest incorporating all four of the layer types which would magnify the original design intent as well as create a three dimensional lighting environment.
Steps to Improve Layering

- To create an overall lighting ambience, I would prioritize the main task areas in the lobby so that only those areas are really supplied with direct task lighting
- The social area would respond to the change by emphasizing the ambient layer with a more even spread of soft lighting
- The ambient and task lighting should relate to one another, again, to create a harmonious balance
- By allocating an organized layout for the recessed can task lighting, this would establish a more even amount of light distribution in the lobby, offices, and storage room
- For the reception desk, I would switch out the halogen track lighting for a more appropriate task fixture
- This would also reduce the amount of computer screen glare
Steps to Improve Layering

• The individual offices would be reassessed so that comfort levels would be met by providing less direct spot lighting, but rather blending both downlighting and table lamps for a healthier task layer environment.

• The Design Studio would accommodate both the worker and the client by relocating the pendant fixtures and replacing the work area with soft task lighting, perhaps a warmer color tone.

• Ceiling height is always important when designing lighting layers, so taking that into account I would bring a portion of the task lighting down to a work level and leave most of the higher light to be used for ambient and focal layering.

• The decorative layer would should be mainly used for selling merchandise in this application; therefore pendants in the Design Studio and model are to be kept, but I do suggest they offer a less dominant purpose so that the daily staff does not have to rely on a chandelier for lighting his/her desk.
LIGHTING TECHNIQUE

ONELV has a few lighting techniques that are suitable for the space, but I believe with some changes the space offers exquisite potential. Not only would ONELV benefit from fixture changes, but introducing a couple different lighting techniques such as uplighting and wall glazing would provide the space with the proper design solution.
Steps to Improve Technique

• Since the cove lighting above the topo model is successful, perhaps substituting the wallwashing technique with cove lighting would produce better illumination. The light would then be directed inward, thus creating a fluid ambience in the lobby.

• Another option would be utilizing wall glazing in lieu of wallwashing. Wall glazing is ideal for wall lighting a textured material like the leather wall and the glossy plastic covered imagery along the walls shown here in the lobby.
Steps to Improve Technique

• The downlighting at ONELV is definitely over done. At the reception desk I would eliminate the halogen track lights and replace them with individual ceiling pendants.

• Renovated with two Lulu pendants by Vivavi the reception desk would then be light straight down with a slightly diffused light rather than bright angled light penetration from the track.

• The Lulu lights are also made from recycled plastic, energy star compliant, and the height can easily be adjusted to accommodate rearranging or bulb maintenance.
Steps to Improve Technique

- The existing individual offices are almost opposite of some of the other areas as they are too bright.
- By reducing the number of recessed cans and adding a table lamp to each of the work areas, the staff would be better supplied with visual comfort.
- The Lulu lamp is provides the work area with sufficient task lighting without becoming overbearing or hot.
Steps to Improve Technique

• In designing a healthy working environment I believe every work area should have access to some natural daylight.

• ONELV only has 1 natural source being the clear glass door front which has several draw backs depending on the time of day.

• The mornings, shown at the top are very dreary. Relying solely on artificial light is not healthy when you work eight hours straight without daylight.

• The afternoon sun is brutal when angled directly at the reception desk, thus creating major discomfort.

• ONELV is not using the natural aide of the sun which could help reduce energy costs, thermal costs, and the help improve overall concern for the staff.

• I think the answer to this issue is simple, the space needs accessibility and control which can easily be accomplished with window access and shading devices.

• The front offices have windows but have been covered for marketing purposes, so I would eliminate these and then continue to leave the interior blinds open so that light could penetrate into the back.
Steps to Improve Technique

• The control panels at ONELV are housed in the back mechanical room where they are constantly requiring flipping the breakers on and off.

• To reduce the stress on the double panels, I would suggest adding a third panel to run just the electrical in the model.

• This would mediate the control over the fixtures and also provide the space with options when say a line goes out.

• Controlling the amount of glare and energy consumption is also a major design consideration.

• Depleting most of the halogen bulbs and replacing them with energy efficient bulbs would lower the cost of bulb maintenance.

• Incorporating natural light into the space would also help control the glare shown here, by providing controlled shading the focal lights would only be used would necessary.
ONE Las Vegas

ONELV is a competitive real estate developer whose appearance is intended to sell, but with the lack of proper lighting the staff and property buyers are not SEEING the potential. Ideally, by implementing the proposed lighting design the space would operate more efficiently for human function and the environment.