

ITV Headquarters

London



GAMMA
ILLUMINATION



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Aspiring to achieve a contrasting ambient lighting effect produced by architectural downlights, whilst faced with the task of seamlessly illuminating abstract adjoining areas, respected lead lighting designer, Paul Felix of the Anslow Partnership, took to developing his latest 'project specific' concept design.

With the exposed concrete slab and services being sprayed an inspiring 'ink blue', the junctions between the plasterboard ceilings, suspended ceiling frames and 'floating' structures, required sympathetic treatment to ensure the rhythm and harmony of the lighting installation was uninterrupted. Having worked closely with Gamma on many previous projects, Paul briefed the team to help bring his concept design to life.

Key to his brief, was the need for the same style of luminaire to be utilised throughout the space, whilst interfacing with a variety of different aesthetics and the interjection of theatrical scenes. Paul knew the solution would require the versatility of a pendant to enable installation where concrete slabs and exposed services made the use of downlights impractical. Unable to find a perfect pendant solution which would meet his brief, he set about sketching the early stages of a new and bespoke pendant, from which the PFD pendant was borne.

"Having previously collaborated with Gamma on a number of prestigious projects, I had no hesitation in discussing my initial concept proposal and sending my concept sketches to be developed", explained Paul.

"I can always rely on Gamma to provide me with the most exceptional service and on this occasion the team was able to work up my initial design sketches into a number of high quality 3D renders, from which we were able to determine the appropriate solution and receive my sign-off. This enabled Gamma to produce manufacturing drawings, a sample and cost in a very timely manner."

"The architectural and technical sign-off procedure were forthcoming and Gamma was very quickly able to provide me with the project prices and lead times acceptable to this project, whilst meeting both mine and the clients' most exacting requirements."

To complement Paul's pendant, a number of Gamma's catalogue products were also specified, such as Proflux linears, Jingo track spotlights and Raptor prismatic pendants, with some being modified to suit specific requirements.





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