

"TREE RINGS" THE CHRISTMAS ILLUMINATION OF THE CHAMPS-ÉLYSÉES IN PARIS 2011-2014



ACT LIGHTING DESIGN

NEWSLETTER 11-2011

We are delighted to announce you that after being awarded the winner with our project "Tree rings" for the Christmas Illumination of the Avenue Champs-Élysées in Paris (2011-2014), the official day to celebrate has come for the whole ACT lighting design team and its partners.

The official premiere of the new Christmas Illuminations of the Champs-Élysées in Paris for 2011-2014 was held on 23rd of November at 6pm at the Atelier Renault at the Avenue Champs-Élysées in Paris. The famous French actress Audrey Tautou, alongside the mayor of Paris, Bertrand Delanoë, and Jean Noël Reinhardt, president of the Comité Champs-Élysées, launched together the festive lighting illuminations all along the avenue.



Today, we want to thank our partners ASP Blue Square, who provided a full-service platform ensuring production, logistics, financing and installation, and Bis Lighting, manufacturer of the structure.

We are honored to collaborate with the Comité Champs-Élysées, the Mayor of the city of Paris, the Mayor of VIII arrondissement and with Soitec and Renault companies.



We are also grateful to those who helped us to successfully accomplish this project: our families, friends and collaborators.



Dynamic effects

Together, the two creators of "Tree rings", Koert Vermeulen principal lighting designer, and Marcos Vinals Bassols, the artistic director of ACT lighting design agency, approached the most famous Parisian avenue as a dynamic stage, creating in the end a unique experience of lighting spectacle for a potential audience of 500,000-600,000 people, during the holiday season.

To take up this challenge and create lighting "haute couture" for the Champs-Élysées, the team focused on dynamic effects of the installation. All along the avenue, our lighting art sculptures around 200 trees with three LED rings each, in other words 600 LED rings, were installed, making this a total of 1.236.000 of LED RGB (red green blue), to which 40 000 reflective mirror discs were added.

Each ring is surrounded on the outside by a programmable RGB LED strip, which produces a glow of light. Inside the ring, a programmable high-brightness RGB LED strip illuminates the tree at 360°. The separate programming system via DMX, thanks to its perfect precision, gives an infinite number of possibilities to control dynamic color effects, intensity and rhythm of the light installation. Various color schemes and dynamic effects are created to enhance the avenue and to produce a surprise such as soft vibration, intense pulsation or even different colors and effects between the set of rings or between the two sides of the avenue.

Outstanding displays will be created to bring the festive atmospheres for the 24th and 31st December!

▶ **Don't miss the video of the Christmas Illumination of the Avenue Champs-Élysées on ACT lighting design Facebook Fanpage.**



Ecological aspect

In its concept design, the light art installation "Tree rings" was based on our eco-conscious vision. We wanted the artistic vision to correspond to the respect of nature and approach of the tree as a living being, without infringing its space. We were convinced that a modern and innovative way to do that could be accomplished by the combination of specific technical solutions offered by the solar industry, with very simple geometric shape of the circle, as a symbol of gathering and union. In the end we were able to reach a concept that breaks with the past with its new design and because of its environmental friendly features.



It was made possible thanks to the involvement of the French firm Soitec, which installed 30m² of the photovoltaic panels in the French Pyrenees mountains, delivering 31,000 KWh of electricity directly to the Champs-Élysées lighting structures for a period starting from 23rd of November to 11th of January, representing 65 % of the 2010 energy consumption of energy used by eight families of four members, living in apartment in Paris for one year (12 families in 2009).

Combining solar power, eco-friendly LED's strips and savvy use of mirror discs - "Tree rings" is now the very first neutral lighting installation at the Champs-Élysées.



ACT lighting design

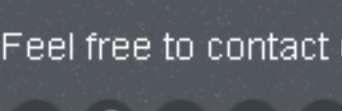
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