RESEARCH PORTFLIO

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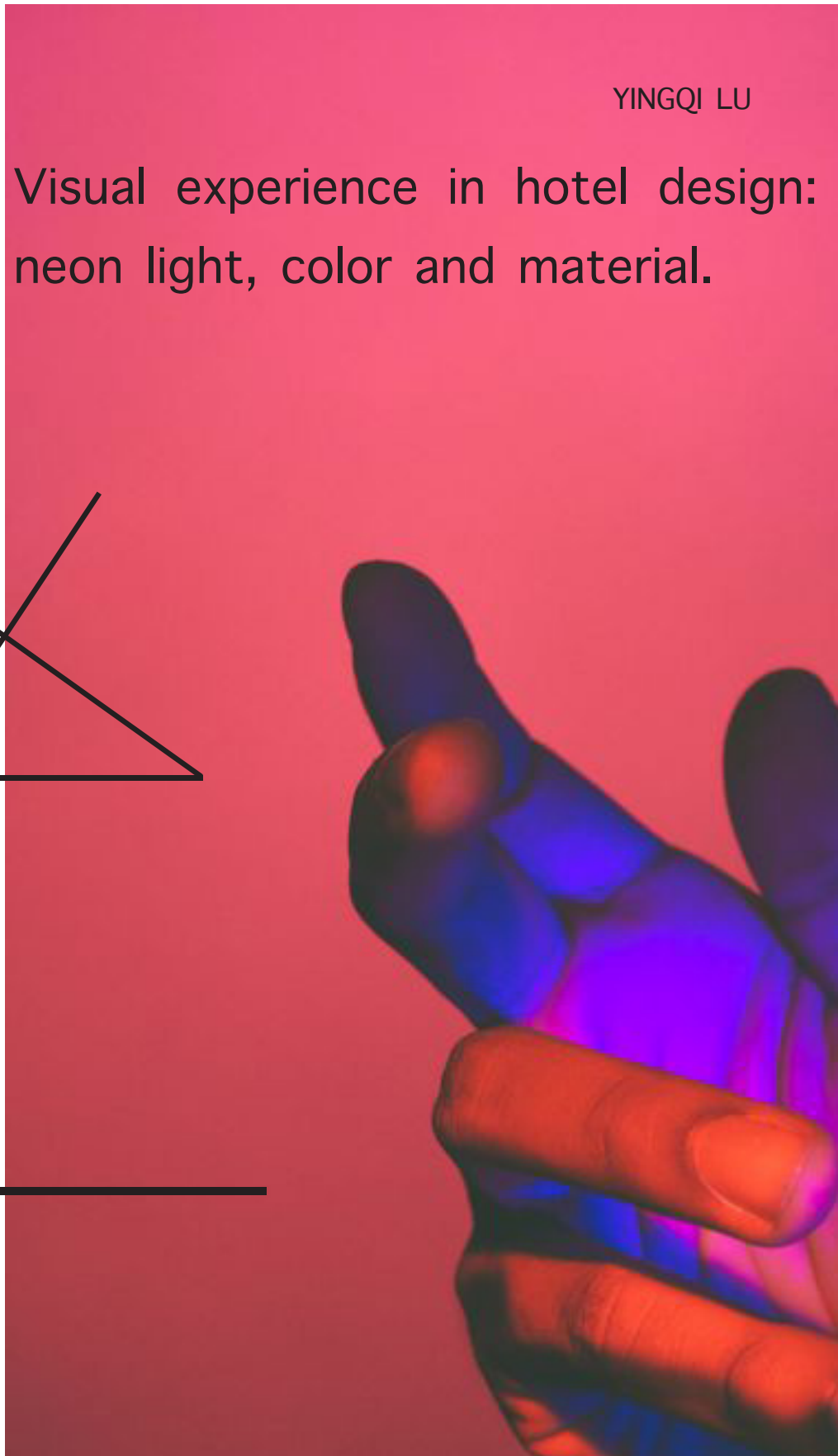
Visual experience in hotel design: neon light, color and material.



CONTENT

INTRODUCTION

This report focuses on the importance of visual experience in hotel design and how to incorporate modern lighting elements, fantastic color effects and special materials to create a new visual experience for users. So first of all, according to explore the origin and creation of distinctive lighting, then how to develop in modern architecture and interior design. Second, taking the material and color that are not commonly used in traditional hotels as an example, but these emerging elements often appear in exhibitions in recent years. Therefore, these items are expected to be used in hotel design in the future.


HOTEL

NEON LIGHT

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Thinking about color lighting most people will realize that it means neon lights. Actually, neon signs exemplify the ambivalence of modernity. For some observers, these glowing tubes stand for crass commercialism and seedy back alleys, while for other they light the way to the very heart of popular culture (Ribbat, 2013). If the neon hope to develop in other areas, then first we need to understand its appearance and evolution in the past.

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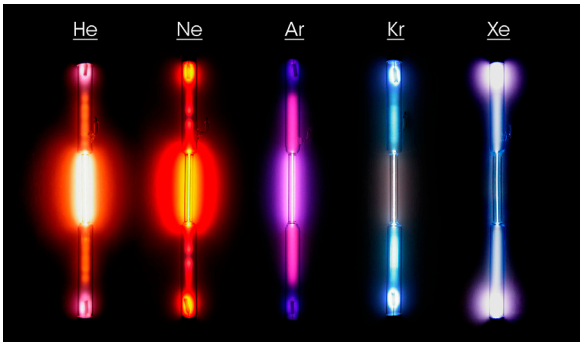
HISTORY OF DEVELOPMENT

In 1910, neon lighting was introduced by Georges Claude in Paris, following decades of experiments to create a practical alternative to incandescent lighting. He made a breakthrough was the development of noncorroding, long lasting electrode. This he patented, and for twenty years the Claude Neon Company enjoyed a near monopoly, selling franchises worldwide (Wikipedia, 2017).



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According to the survey, 2,000 neon companies in the United States employed 5,000 glass benders during the Second World War (Webb,1983). There are neon manufacturing courses being offered, but in fact they need years of practice to master glass bending even if they are veteran craftsmen.

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The fabrication of neon has changed little over the past seventy years, and everything is still done by hand. Production principle is put the glass tube in the flame heating, then reach to the degree of deformation placed in the asbestos sheet. One of the electrodes is connected to the tube and then the air is pumped, the inert gas such as argon or argon mixed with water is introduced and sealed. The transformer supplies about 15,000 volts to the electrodes, which causes the gas to ionize and thus glow with stable light (Webb, 1983). Made a good tube will be able to continue to use for three decades or longer, the function is far more than incandescent lighting, the cost is much lower than the incandescent lighting. A well made tube will last thirty years or more, functioning far longer and at much lower cost than incandescent lighting. So, it is one of the reasons why neon lights can be widely used.

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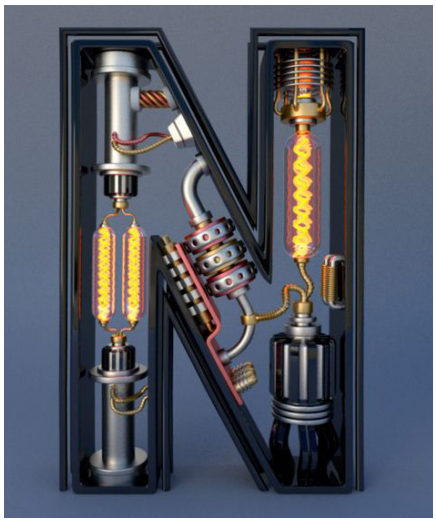

In recent years, technological progress has largely been through the intervention of artists and the bending of science. Microprocessors and solid state circuits have been replaced by mechanical animations; high frequency radio waves have been used for ionizing gases, so that the electrodes are released from the electrodes, as compared to conventional techniques.

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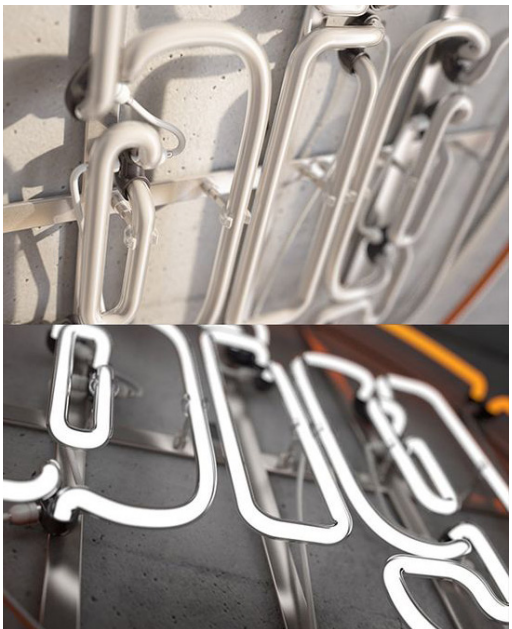
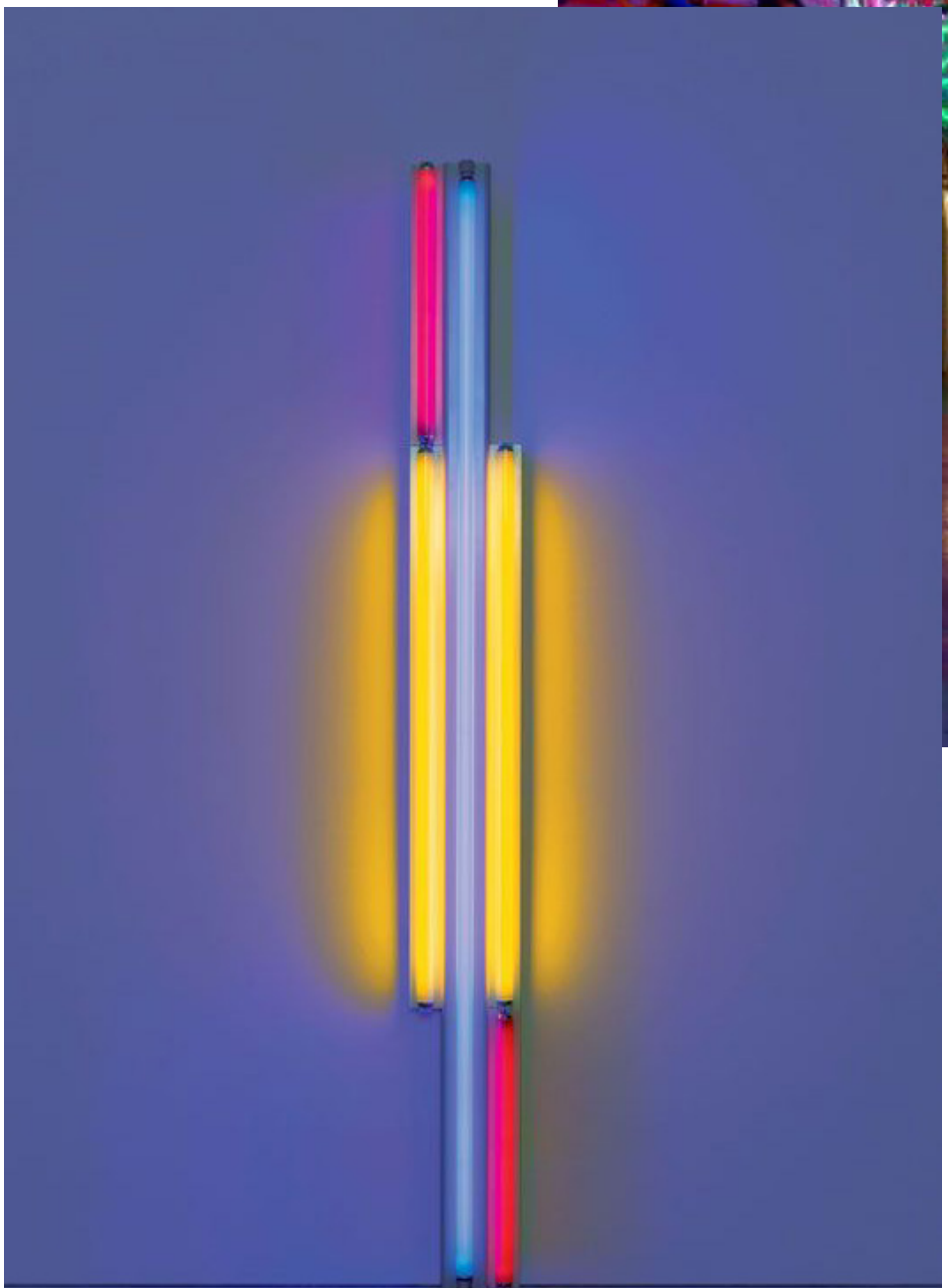


Additionally, in order to understand the essence of neon colors, so Webb (1983) explained that each gas have their distinctive color. In the heyday of neon, 40 different colors were manufactured. A lot of these, including uranium green, ruby red, midnight blue, even gold, all of them are no longer be used. Some artists collected small quantities of classic colors, but most of people they prefer to coat on phosphors into the transparent tube, which will interact with the gas. Today, over 150 neon light colors can be achieves by combining different gases and phosphors.



APPLICATION AND PRECEDENT

In an authentic extract state that “Neon is a key component in this new aesthetic, a beacon to the young and the sophisticated.” (Stern,1980) The use of neon lights from the beginning of the simple signs to the window display, and then to the commercial advertising design, stage design, and finally entered the interior design and art of decorative arts.

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There are some good cases of neon interior design. for example, Ellen Sandor (2015) has created a series of luminous tableaux for Nick’s restaurant. In San Diego City restaurant, the original streamline interior was painted pink, and outlined with red and blue tubes. Interior designer Anthony Machado (1984) designed a narrow and low-ceilinged interior with a marvelously eclectic mixture of neon-edged columns and portholes, blacked with blue fabric to create a rosy hue, and glass room dividers fills with multicolored balls that reflect the light.

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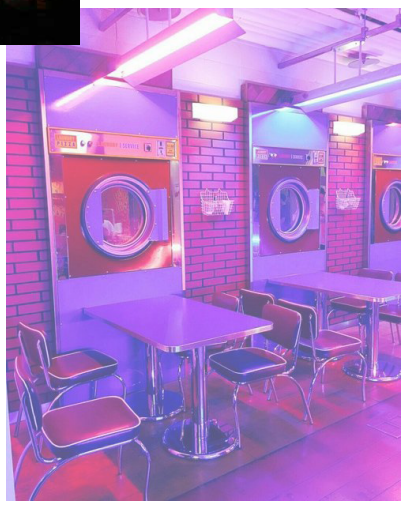

Although for some traditional ideas, neon lights have cheap or rustic labels, how to solve the problem of intermittent lighting is also the focus of attention. However, depending on the environmental conditions, energy shortages will inevitably lead to an update of the neon process and will encourage many new uses, such as construction and interior design (Coxon,2015).

From the beginning of the 21st century, people have created LED lights and extended the concept of neon lights to become the theme of experiential hotel design, providing customers with a novel visual experience and creating a different venue space than the traditional hotel design.

COLOR AND MATERIAL

In the design of the hotel, the light of the reflective material is also vital to the existence. Because it will affect the area where the light is illuminated and lead to the creation of the atmosphere.

CONCEPT ANALYSIS

Fluorescence is light that absorbs light or other electromagnetic radiation. It is a form of glowing. In most cases, the emitted light has a longer wavelength than the absorbed radiation, so the energy is lower. And neon lights through the lamp wall is distributed out of the fluorescent color, compared to the hotel wall color selection should be partial color will be better.

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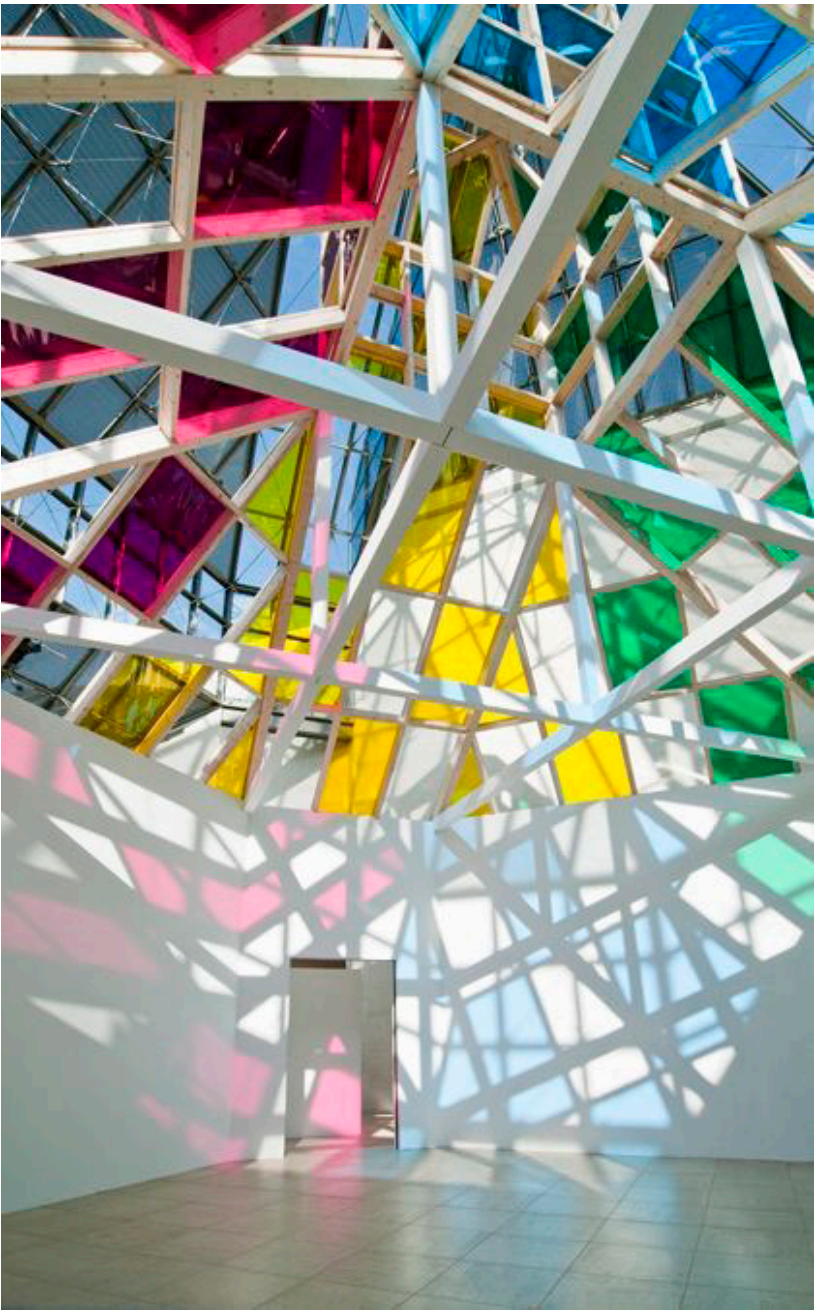
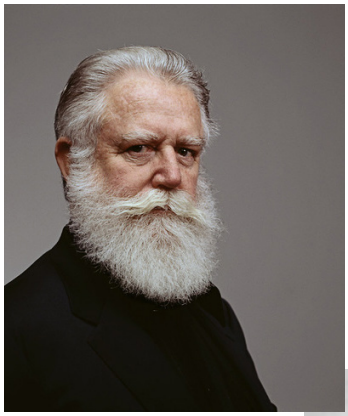


Stained glass as art and craft, in Western Europe they constitute the main form of painting art. In this case, the purpose of the stained glass window is to not allow the people inside the building to see the outside world, and even mainly to primarily to admit light but rather to control it. Therefore, the stained glass windows are described as "lighting wall decorationw. Colored glass is still very popular today, but it is often called art glass. It is common in luxury homes, commercial buildings and places of worship.

APPLICATION AND PRECEDENT

Here are two famous artists who created the lighting and space design, Dan Flavin and Jame Turrell. They combine a combination of fluorescence and some device design to showcase a series of outstanding works. In their work cases are provided to explain the future development trend of space art can give people an extraordinary experience.



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In the mid-1960s James Turrell pioneered a new concern with the phenomena of space and light, often referred to as the light and space movement. “The light inside” as an expanded version of his earlier explorations of light in his Shallow Space Construction series (1999). Which for the underground tunnel linking the museum and law building, then he made it transforms the tunnel walls into light-guiding vessels. Transcending the traditional confines of built spaces, The Light Inside acts as both a passage and a destination.

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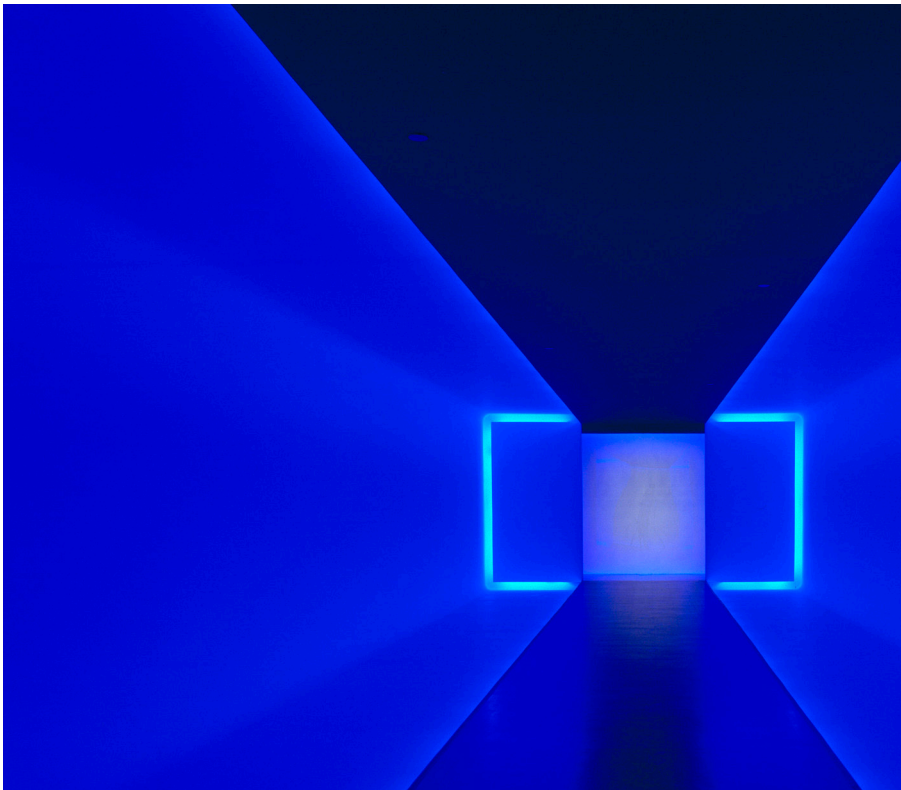

The Light Inside makes the experience of moving between the Law and the Beck Buildings not only an exploration of light and space, but a profound and awe-inspiring experience.

Flavin's first full installation piece, greens crossing greens (to Piet Mondrian who lacked green), which only commercial fluorescent lights in his work (1966). He devised a radical new art form that circumvented the limits imposed by frames, pedestals, or other conventional means of display.

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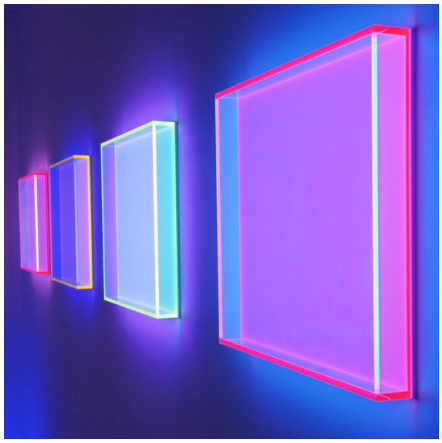

Additionally, there still have a popular project is Teamlab Exhibition called 'Walk Through the Crystal Universe'. It is a good example to illustrate new lighting technology and development, and which have global exhibitions in 2017.

"Crystal Universe" (2017) utilizes the interactive of teamlab four-dimensional vision technology, which allows users to control the LEDs to give the illusion of light movement, so in this case to look like stars in space.

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CONCLUSION

From the historical process we learned that people began to re-emphasize the visual communication and expand a wide range of application. Therefore, we can add the hotel design to the neon lights art, as the part of decorations works and space design. With the neon elements, the hotel has a luxurious lining design and night design can bring customers a wonderful visual experience, you can feel immersed in the light and shadow of the magic art. Imagine the room filled with neon tube weaving funny objects, while this design can not be affected by external interference and lead to harsh environmental changes, with lasting stability.

With the advancement of technological developments, the main activities of the interior space experience in the next period may require new technologies, new aesthetics, new directions. Neon nostalgia is the focus of the past, but because of this the technology for the future to provide a lot of exciting and feasible possibilities, so we are concerned about as a potential for artistic expression.

Hotel and neon concept combined with the rapid development of technology industry in recent years. So people create more practical LED lights and new interactive lighting technology that revitalizes neon art. This project will greatly affect the customer experience for the hotel environment experience, and become a good trend of sustainable development.

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P16 &17. Green crossing green: https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=imgres&cd=&ved=0ahUKEwiOs_uEuYfYAhVrCsAKHVoTBKUQjRwIBw&url=https%3A%2F%2Fwww.guggenheim.org%2Fartwork%2F1305&psig=AOvVaw3oyVNXDTJqUZZ7KHL_sVfU&ust=1513270228943456
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