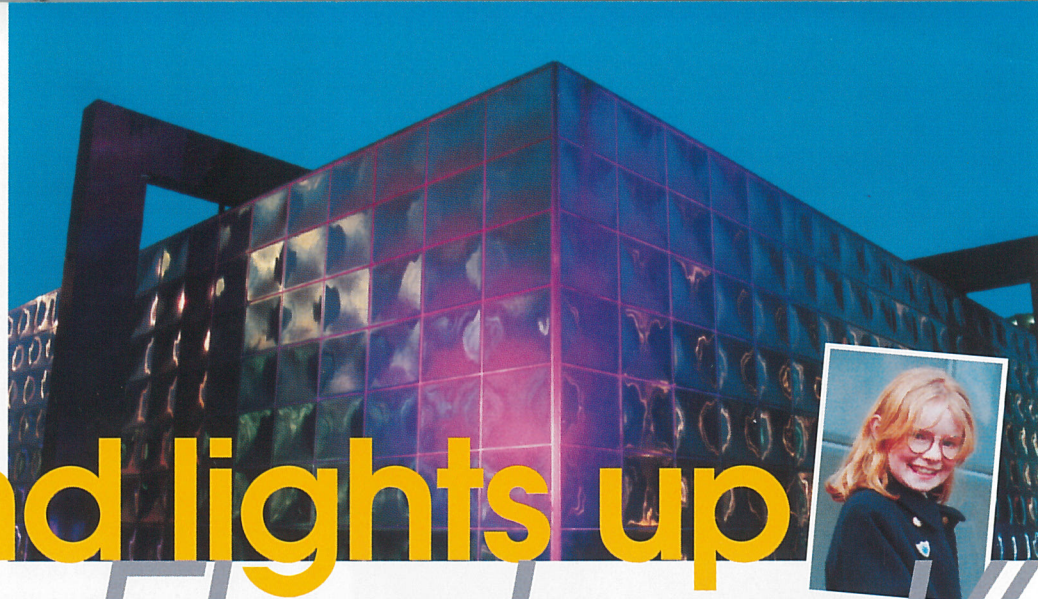


(Right) The gradually changing colours on the Faraday Memorial at one of London's busiest roundabouts (intersection)

(Inset) A future lighting designer for the West End and Broadway? Anne-Marie Purcell, the competition winner, who is now the proud owner of an automatic light sensitive camcorder.



# Strand lights up "the Elephant"

**T**O 10 year-old Londoner Anne-Marie Purcell it is "the shiny building that hums on the island at the Elephant and Castle". The shiny building is, in fact, the Faraday Memorial. It was built in 1961 to house a London Transport electricity sub-station. Michael Faraday, founder of the science of electro-magnetism, was born just 100 yards away from this busy London intersection in 1791. Now, thanks to a competition organised by the

BBC-TV Children's programme "Blue Peter", and the Lighting Industry Federation, the shiny building now not only hums but lights up.

The programme's "Light Up Britain" competition received 22,000 entries. On March 27 this year the winner, Anne-Marie, turned her vision into actuality at the throw of a switch, while the whole nation watched on television.

The Lighting Industry Federation commissioned the Lighting Design Partnership to work with Anne-Marie. Designers

Andre Tammes and Keith Miller talked to her about her ideas and carried out on-site tests.

It was crucial that any design would be visually pleasing but present no distraction to the thousands of motorists using the intersection. The final choice of colour change projectors allows the stainless steel building to change colour gradually using blue, green, magenta and purple hues, just as Anne-Marie had suggested in her original proposal. The preset pattern is set slowly enough to avoid posing a traffic hazard.

The colour changing in continuous cycle is achieved by the use of DMX signals to the 12 lighting fixtures controlled by Strand's "Premiere" system. Everything is powered by the sub-station itself and the light show is expected to operate from dusk to midnight every day of the year.

The final accolade for the job comes from Keith Miller, "Anne-Marie has a good eye. Her lively and imaginative solution has provided a point of focus in an already visually competitive night-time environment". ●

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of our product. Once that is achieved the other stages flow more easily through to project completion. We have in place a team of people who are well schooled in the ever-changing needs of our industry. Naturally we realise that the most important aspect of Strand's image in the market is the after sales service provided. To this end we are putting in place a spares operation that is designed to dramatically cut "down-time". I am convinced that in this vast region of ours we have built the foundations necessary to satisfy the customer. We may be the biggest international player in our field but we also realise that all sales are local!"

## LOS ANGELES

It was just over twelve months ago that Strand Lighting's Phil O'Donnell handed over the reins in Hong Kong to take over as President of Strand Lighting's North American operations, with the additional responsibilities of Central and South America. It has been a year of change and consolidation. LIGHTS! asked him for a verbal snapshot of his first year. "Since arriving, just prior to NAB 1995, a management team has been created that has a total of 108 more years of experience in the lighting industry than beforehand, and covers location, television, theatre, architecture, any and all of the multifaceted aspects of our marketplace. We have become more involved with

consultants and designers, as well as focusing more closely on our sales and service. This has been achieved simultaneously with the consolidation of the manufacturing of world wide products into our efficient and highly equipped plants in Europe. We have, however, retained an extensive local manufacturing capability for 120V dimming, as well as custom system products, so critical to our success in North America. We now have our own on-site HP network file server, together with a new 56k frame relay high-speed internet connection and full TCP/IP connectivity 24 hours a day 365 days per year, and enhanced real time e-mail. Our Web page is up and running giving access to a wealth of Strand information."

## HONG KONG

Phil O'Donnell's successor in Hong Kong is K.K. Mak. He is well known to Strand's customers in a market area stretching from the Xinjiang province of North-west China to the furthest reaches of New Zealand. He told LIGHTS!: "Strand Lighting has been based in the bustling community of Hong Kong for almost 30 years. It was the first entertainment company to be dedicated to this large market, and is today, still the largest. It serves customers in Architectural, Theatre, Television and Film lighting. A team of 39 people from all over the world, many with over 20 years experience, pull together.

The sales and marketing team alone has a total of over 100 years serving the industry. Due to its strength the company has, over the years, attracted the best distributors in the region. This, backed by a strong engineering team, has enabled prestigious contracts to be won. At the same time we have successfully introduced and adapted products from Europe and America into the more conservative Asian market. Our key to success has been attention to detail, and our extensive experience, together with significant investment in the latest CAD software. This has ensured the highest standards of project work. But past successes are but history. We strive to improve our future performance for the benefit of all our customers, and will continue to deliver high quality products backed by solid, reliable service."

With Strand Lighting so strongly established world-wide it has never been a better time to be a customer of the lighting company that is very international! ●



Strand Lighting