

STRAND OUTDOOR FLOODLIGHTING

At the present day when the floodlighting of buildings, both ancient and modern, is particularly to the fore, the need for care in the design of an installation cannot be too strongly stressed. Floodlighting, that is just night illumination, is no longer a novelty, and it is only by artistic use of this medium that a building can be lifted from the common rut and brought before the public eye.

Strand Electric brings a new outlook on this very real problem, the outlook of the stage lighting engineer—a man to whom lighting is not merely a question of illumination, but of light and shade, a man to whom colour and artistic expression in light are no strangers. A glance at some of the unusual installations undertaken by the Strand Electric will bear witness to their ability to make a floodlighting installation live.

First and foremost comes the Open Air Theatre, Regents Park, the best known outdoor theatre in the British Isles. Here the fascinating lighting, not only of the acting area but of the trees and shrubbery that provide the setting, receives fresh eulogies in the national press with the advent of each new production.

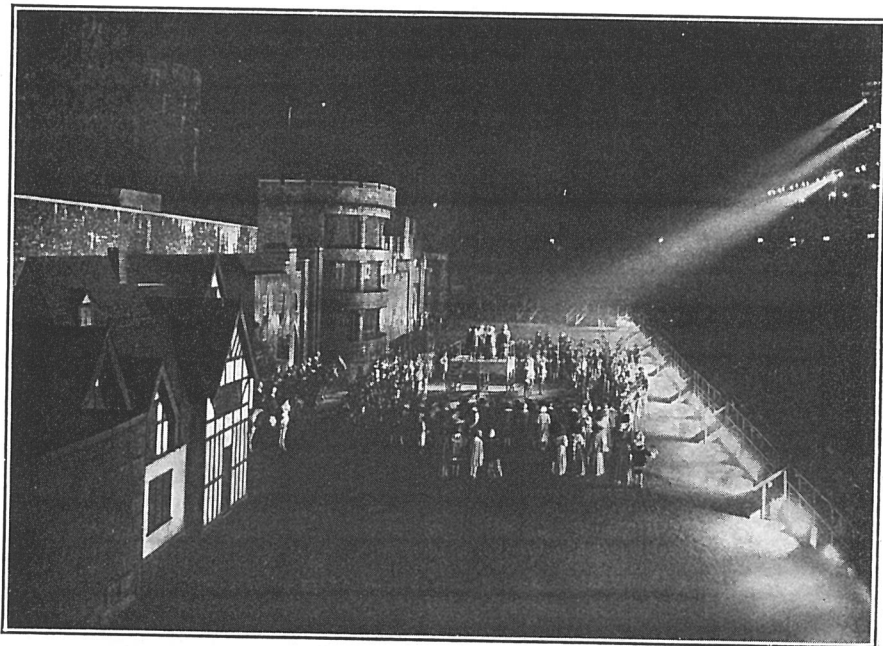
Then the Tower Pageant and Tattoo, where an installation of floods and spotlights on colour circuits gave to an outdoor pageant, staged in an arena 400 yards long, all the facilities of a complete stage equipment.

To come to the floodlighting of buildings, it has been Strand Electric's pleasure to light the spires of two of the best known churches in the country—St. Martins-in-the-Fields, of broadcast fame, and Salisbury Cathedral, with England's highest spire. Fuller details of the latter installation, which is noteworthy for the small number of flood units used, are given on page 95.

In the entertainment world the installations are too numerous to mention but, in passing, the Jubilee floodlighting of The Trocadero Restaurant, The Ritz, Grosvenor House, and Frascati's are worthy of notice.

New outlets for outdoor floodlighting are constantly appearing, such as swimming pools, gardens, pleasure grounds, and many are the novel ideas that can be exploited.

The advice of the Engineers' Department is at the disposal of all interested.



Tower of London Pageant and Tattoo

Open Air Theatre

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