

**Q&A for webinar Lighting University - Towards Dynamic environments.**

**November 23<sup>rd</sup> 2017.**

**Q: Is there any specific Program for modelling our virtual Lighting Ideas that you suggest? For example I say UN Studio? And with which modelling programs do they work?**

**A>>** REVR Studio ([www.revr.studio](http://www.revr.studio)) provides specialist integration service of complex lighting concepts such as ambient communication and dynamic environments into virtual reality environments. They have integrated the UNSTATIC content engines for generative content as part of the VR modelling process.

**Q: What is the trend of ambient communications for the LatAm Market?**

**A>>** Ambient communication is a powerful new practice employed by owners and designers to break through to jaded, over-stimulated users. This is a global trend and perfectly applicable to Latin American markets.

**Q: Who picks the ambient communication theme? You or the customer?**

**A>>** Ambient communication has to be conceived as contextual project specific service. Therefore the customer is the leading figure here but the designer is required to formulate the ambient communication concept to the client.

**Q: Could you please tell about the importance of colour depending the different culture and context? Could we say that the impact of lighting experience is global?**

**A>>** Lighting design and the elements it deals with such as colour, intensity, contrast, movement and so on are intrinsically connected to culture and context. This is often overlooked in the design process and generic solutions are imposed to projects. I think this is a major mistake and a lost opportunity. Design should carry meaning, and this meaning can only be derived from the context.

There are aspects to lighting and design that I believe could be seen as more generic and global such as the involuntary movement of eye and other physiological, biological and psychological traits that can be observed in human regardless of culture and context.

**Q: How we can start growing carrier in lightning dynamic environment?**

**A>>** By developing a solid design process that explores the benefits of dynamic environments to your client and the society as a whole. Familiarise yourself with co-design and design thinking principles and build your own design process from there.

**Q: Do you think this technology has a potential for implementation in markets like the Latin American one, where there is little knowledge of it, and the cost of it might be prohibited?**

**A>>** Ambient Communication and Dynamic Environments are less to do with technology and more to do with the design approach. This is applicable to any market. Companies such as Skandal Technologies are developing enabling technologies to allow complex ambient communication systems to be implemented and used creatively by anyone bringing the cost down.

**Q: Can we create dynamic environments in Dialux software?**

**A>>** Dynamic environment is something that responds to its contexts. It supports the overall function of the space by layering ambient information, time based events or data driven interaction and services. To design something like this one can utilise any of the design software packages or lighting tools available in the market. Basic calculation packages such as Dialux however are not considering time variables or external triggering so are not particularly suited to explore these kinds of concepts. Better tools include Unreal, 3DSmax, UNSTATIC, Unity and Skandal Technologies.