

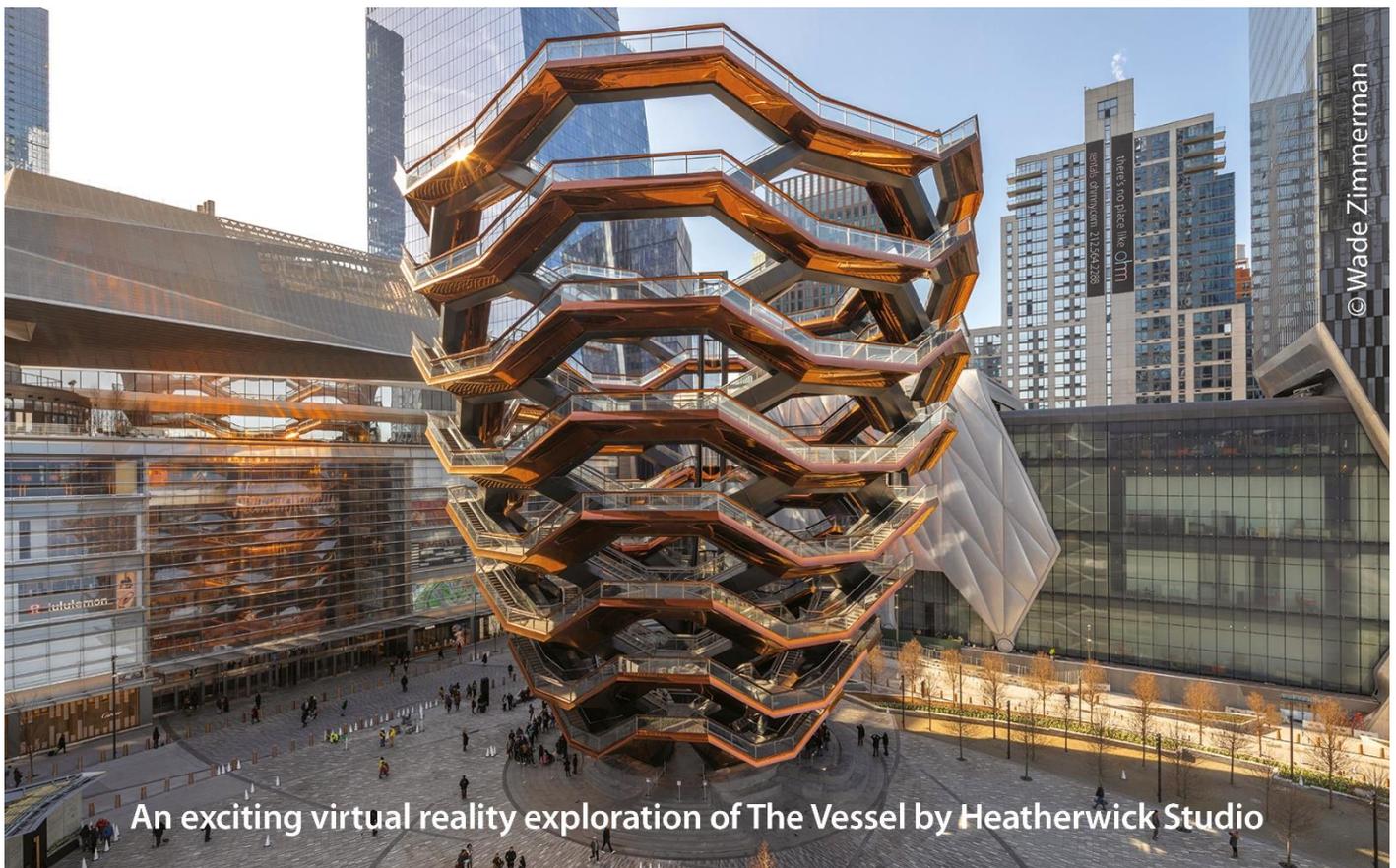
Press Release
July 2019

UNLOCKING THE CODE OF COLOUR AND LIGHT

London Design Festival & Shoreditch Triangle 2019

Our programme of events throughout London Design Festival 2019 will take the visitor on a journey of exploration that seeks to illustrate the relationship between light and colour and just some of the ways they have influenced architects, designers and artists - and how they affect all of us in mind and body.

The programme begins by **Unlocking the Code of Colour** to understand its relationship with light. Natural light renders everything in **true colour**, allowing us to see the full breadth of the **visible spectrum**. Artificial light attempts to emulate this but there are limitations and bias. Our **RIBA approved** presentation explores **colour through its three states** - illumination, transmission and perception - the known physiological and psychological **effects that colour and lighting have on the human condition** and describes the evolution of LED as the leading sustainable artificial light source.



Architects and engineers, artists and designers recognise the **importance of light and colour** in their work.

The Vessel by Heatherwick Studio presented by **Blueprint Magazine** is a dramatic, experiential structure built in New York consisting of interconnecting stairways rising from the ground. Characterised by its transparency and **close relationship with natural light**, we will transport you to this unique experience through the amazing medium of **virtual reality**.



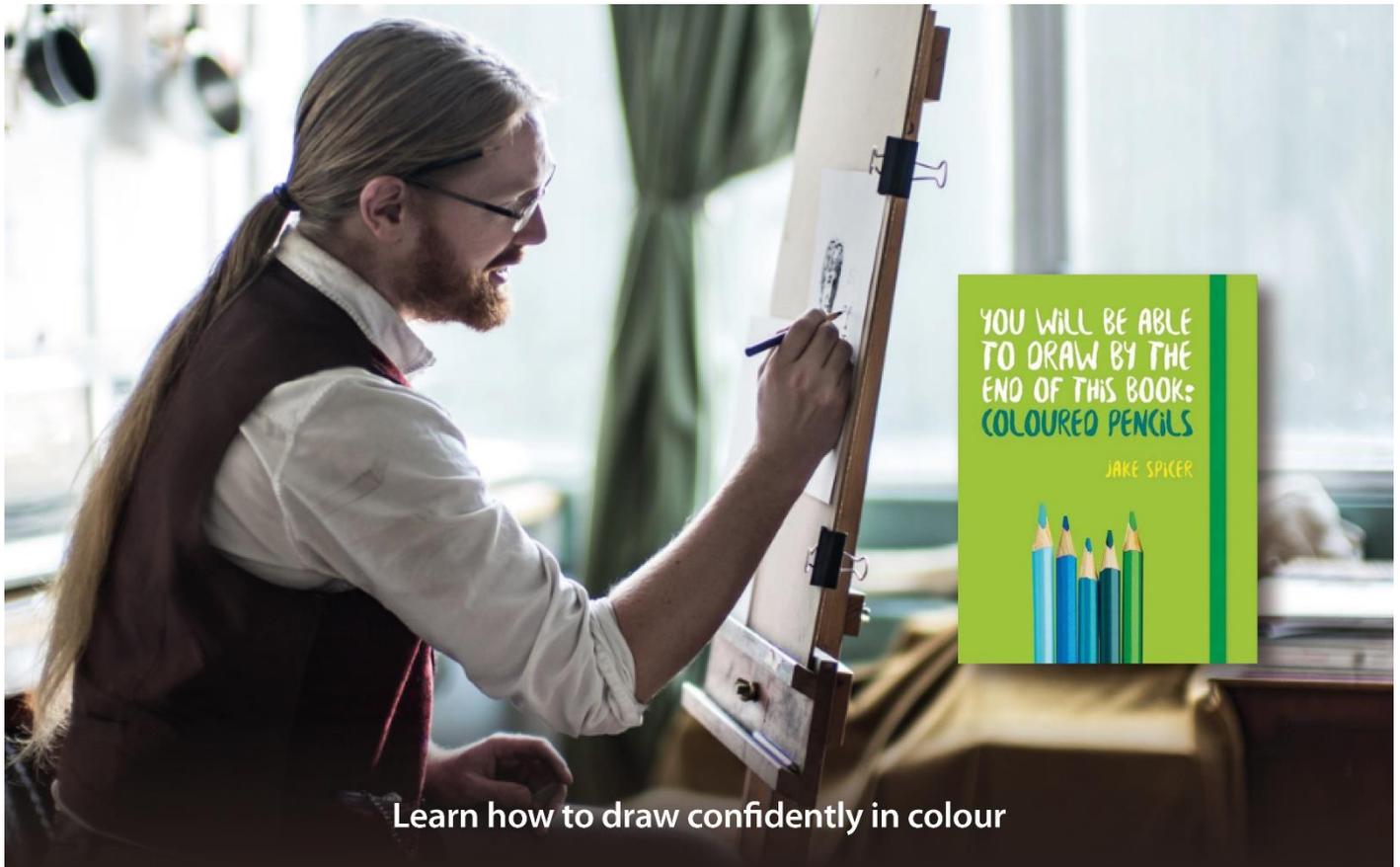
International street artist Remi Rough discusses colour as inspiration

As part of our Thursday **Beer & Bubbles** informal gathering, artist **Remi Rough** describes how **colour** has informed his **work** throughout a career as both street and gallery artist. Remi's works have been exhibited in London, Los Angeles, Paris, Hong Kong, Tokyo and Perth in Australia. One of his better known works is a mural entitled **Girl at a Window**, based on a picture by Rembrandt and exhibited in the **Dulwich Picture Gallery**.



Detach & Detech is a panel discussion that explores how a decrease in the use of our more ubiquitous tech devices could lead to **improvements in our life and work habits**.

Comprising opposing experts, the panel will discuss the many aspects of our device- driven existences.



Learn how to draw confidently in colour

Principal teacher of the Brighton & London Life Drawing Sessions and compulsive artist, **Jake Spicer** will host a tutorial on **drawing with colour** at the end of which, he assures us that all participants will have learned how to draw with more **competence** and increased **confidence**.



Jeremy Fielding of Atrium will explain **all there is to know about LED** (but you may have been afraid to ask). What is it, how does it work, how do you determine its **colour rendering** attributes, how should you specify and use it and what is its **contribution to energy conservation** and the environment?

Our full program can be viewed at: <https://www.atrium.ltd.uk/atrium-events/ldf/>

#AtriumLDF2019

Continued...

ABOUT ATRIUM

Atrium Limited, together with its Scottish division, Kelvin Lighting, is the UK's largest independent specialist lighting distributor and exclusive host to some of the world's most renowned lighting brands. With a reputation for enhancing our clients' projects through the skilful application of artificial light, we add value through outstanding service, support and a unique portfolio of products enabling us to create complete and diverse lighting solutions across different market sectors including retail, commercial, hospitality, residential and public buildings.

At the heart of our proposition is quality – quality of light, of service, of support, of product and of solution. This is all professionally coordinated and managed to help our clients transform their best designed spaces into their best lit environments.

Our exclusive lighting portfolio includes some of the world's most renowned brands including **Ares**, **Buschfeld**, **Cooledge**, **Flos**, **Grupo MCI**, **Modular**, **Oseido** and **Sattler**.

CONTACT

Marketing Department
Atrium Limited
28 Leonard Street
London
EC2A 4BY
0207 681 9933

marketing@atrium.ltd.uk
www.atrium.ltd.uk