

The Philips logo is displayed in a white rounded rectangle with a purple gradient at the bottom. The text "PHILIPS" is in a bold, blue, sans-serif font.

Large Luminous Surfaces

# Generative art concept: Wind Wall

*“With this technology we can create light patterns and movements that never repeat.” – Tapio Rosenius, Lighting Design Collective –*

## About the concept

Tapio Rosenius: “Wind Wall is a generative art concept that uses algorithms driven by external triggers such as wind speed and temperature to create an ever-changing light display. The effect is calming, natural and fascinating.”

Data feed monitors for example wind speed and direction in the locality. Luminous textile expresses the changes real-time by showing different light movements.

When the wind blows, the lights ripple and swirl. When there is less wind, the lights drift slowly like clouds. The space becomes an ambient communicator.

Tapio Rosenius: “For us anything that is soft, ambient and brings a little bit something special into a space without being too much in your face is an incredibly useful design tool.”

You can adapt the content according to wind in New York, Hong Kong, Fiji or any location important to you. And all of those at different times of the day.

Tapio Rosenius: “With this technology we can create light patterns and movements that never repeat. I can see this being very interesting in hospitality projects, meeting rooms or in a spa. Bringing the winds from Bali into central Frankfurt. Those kinds of narratives support the spaces.”

## Set up

To make each piece unique, the platform requires visual adjustments and customization of the parametric settings for each project. This will be done on-site by specialists or remotely through an internet connection. This way your installation can be adapted to suit the interior design, mood, brand colors etc.

The platform also supports a time-schedule for different parameters. Think of changing the content based on seasons or calendar events like Christmas or Nevruz.

## Possible application areas

Hotel receptions, airports, spa chill out zones, hospital waiting rooms, meeting rooms and retail shops.

## About this concept designer

Lighting Design Collective specializes in customized architectural lighting solutions and applications. Their team delivers services such as digital content creation, software development and innovative design strategies all over the globe. [www.ldcol.com](http://www.ldcol.com)

## Interactive platform

Together with a design team we developed a technology that creates interactive, reactive and generative content for luminous textile.

We call this technology the ‘interactive platform for designers’.

This platform supports a wide range of concepts to become reality easily. Wind Wall is one of the concepts that can be set up. You can find more inspiration on [largeluminoussurfaces.com/interactivity](http://largeluminoussurfaces.com/interactivity)

## Your own unique art installation

The interactive platform enables you to create your own unique art concept. We are also happy to support you with this concept creation.

Our offer includes an initial design meeting on-site as well as commissioning and programming of the technology.

Please contact us for more details via [support.luminous-textile@philips.com](mailto:support.luminous-textile@philips.com) or via your local representative.

