

Press release 01.04.2018



A new approach to urban lighting **“The Light Code – Light is coded reality”**

“It takes time to understand that light can encode reality – in my case 20 years. Given that I find this aspect of light so fascinating, I herewith dedicate this book to this phenomenon.” (Norbert Wasserfurth)

How does lighting design come about in practice? What part does it play in urban development today, and what methods should we apply to be able to cope with future developments? The contents of the four main chapters of **“The Light Code – Light is coded reality”**, together with the subsequent project reports, are an attempt to provide answers to these questions. The four main chapters are the result of scientific studies, project work, teaching activities and discussions with colleagues. The findings on the importance of designed lighting are thus available as a source of inspiration and reflection to all involved with or interested in lighting. The project reports invite further study and illustrate what developments have been made with respect to the contents of the four main chapters within a timeframe of around ten years.

“What is the most important factor when it comes to lighting design?” The correct answer is: how it makes us feel as human beings. In the chapter on OLD (*Organic Lighting Design*) you can read about an age-old dispute between Newton and Goethe, which strictly speaking never took place. The consequences of the imaginary discussion remain with

us to this day, however, and should play a strong part in the way we approach lighting design. As Goethe proposed, we should study and examine the way we perceive light in real-life simulations and involve someone with a critical eye when developing a project who can stimulate the dialogue between the different specialists or disciplines involved, and get the very best out of the polemic debate in the interest of the project at hand. Somewhat utopian given the fast-paced world we live in – but definitely a nice idea!

The *LightSpace*, which is defined in the second chapter, is invisible and yet crucial when it comes to the appearance of the objects and structures within the space. There are a large number of studies and project developments that describe this phenomenon and can even provide the basis for developing innovative urban lighting schemes.

When it comes to defining values and rankings, lighting design is taking on an increasingly important role. It is the impact of the images of a location or situation that remain in our heads as our memory of that place. The evolution of the night-time image of our cities is one of the fascinating developments of modern times. In the chapter on *Urban Coding*, Prof. Gerdum Enders describes how he sees the city as a semiotic system of signs that can be decoded and encoded. The resulting Light Code plays a key role in the way a town or city is perceived in social, cultural and economic terms.

The perceptual identity of the town or city also applies to the parts of the town, the squares and streets in which we live, work and spend our time. The democratisation and digitalisation of social life enables us to become part of the processes involved in urban planning. If the design intent is not communicated clearly, it is practically impossible to realise socially relevant and future-oriented projects. The chapter on *Communication management: the language of design* provides insight into the decision-making processes applied in common practice, which range from scientific studies to result-oriented decision-making processes in a designated project team. In this area, too, the advent of new digital technologies is unstoppable.

The book by Norbert Wasserfurth inspires its readers thanks to the practice-related way the information is presented and the holistic approach described.

Hardcover, 20 x 28 cm
184 pages
All texts in German and English
Price € 49
ISBN 978-3-9811940-9-8
VIA-Verlag Joachim Ritter e.K.
33330 Gütersloh
www.via-verlag.com/shop