

# Lightemotion Illuminates The Treasured Auckland War Memorial Museum Like a Jewel In The Night



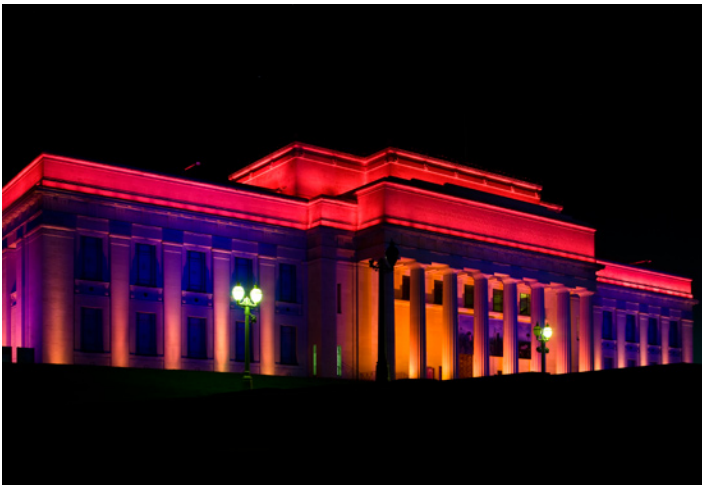
**Montreal, October 30th, 2009** — Lightemotion, an international Lighting design firm based in Canada, has completed the all-new LED light design for New Zealand's Auckland Museum. The installation coincides with the Museum's commemoration of the 80th anniversary of its building on October 30th.

For this classic illumination, the Museum, along with its governing heritage authority, approved an all-LED environmental design that sets the historic location aglow like a jewel in the night. With roughly 400 LED fixtures, the entire structure is elegantly illuminated like a beacon in the night within one of Auckland's precious green spaces, The Domain, utilizing between 50 and 74 watts per unit, totalling only 1% of the building's annual energy consumption.

Beginning its classical illumination at the structure's base, a golden hue climbs the building's surface in a warm golden tone, intricately leading to the top, where its detailed cornice is finely illuminated, creating a visual effect that is reputed to be one of the most progressive LED installations in New Zealand. The Lighting scheme will evolve throughout the course of the evening to three special compositions.

Lightemotion founder, François Roupinian, ensured the project's feasibility in terms of energy consumption.

"Of particular importance was the impact of such an endeavour on the protected heritage property. Because of the Museum and its discerning pedigree, a design that was traditional yet adaptable was necessary," explains Mr. Roupinian.



“In consideration that the location is regularly used for special and private events, the external lighting color scheme may be programmed to create the ambience for whichever event or special national event may be taking place.”

Part of this rejuvenation project was to also include a design for the Museum’s Grand Foyer. Here, the open sky lit space is adorned with giant neo-classical columns which have been illuminated, creating an effect which makes their presence stunningly dramatic with an imposing quality that enhances the aesthetic, and brings another dimension to this already rich and diverse building steeped in New Zealand’s history.

Lightemotion’s commitment to this project has contributed to enhancing the architectural highlights of this greatly honoured and distinguished Auckland institution.





### About Lightemotion

Lightemotion consists of a multidisciplinary and multicultural team who manage projects in five languages. Lightemotion's origins are in the field of performing arts and multimedia and have expanded into other fields of expertise such as architectural and museum lighting. Lightemotion's signature work has given them an international reputation through working on major projects in Canada, Europe, the United States, Asia, Middle East and Australia.

Very active at home and abroad, Lightemotion has undertaken many diverse lighting projects. Among them are museum exhibits (Museum of Strasbourg, National Museum of Singapore, Naturalis Museum in Leiden) casinos and cabarets (Hard Rock Hotel).

Lightemotion has also designed architectural lighting for Montreal's Quartier des spectacles, which launched in October 2009, the Wine Museum of Barolo in Italy that will be inaugurated in November 2009, the Museum of Contemporary Art of Montreal 2009, the Canada Pavilion in Shanghai in 2010, the Ritz Carlton Hotel in Montreal in 2011, and The Revel Casino Atlantic City in 2011.

### About Auckland Museum

Auckland Museum is regarded as one of the finest museums in the Southern Hemisphere and is renowned for its unique collection of Maori and Pacific treasures. It is also a war memorial for the Auckland province. Housed in one of the country's most highly regarded heritage buildings, the Museum tells the story of New Zealand as a nation; from award-winning natural history exhibits to galleries which investigate New Zealand's cultural origins.

Scars on the Heart, the Museum's war memorial exhibition, tells the story of New Zealand at war, while He Taonga Maori - the Museums Maori treasures gallery, displays over 2000 priceless Maori artefacts, including rare carvings and the last great Maori war canoe carved from a giant Totara tree.

The Museum is lead by director Dr Vanda Vitali, and supported by a management executive team. Over 100 full-time employees and 200 volunteers help maintain the Museum and its special collections.

### For more information

[lightemotion.ca](http://lightemotion.ca)

[www.aucklandmuseum.com](http://www.aucklandmuseum.com)