

# Tunnel Visions

**Applelec were delighted to get their LED Light Sheet involved in the creation of an innovative office environment for communications agency Karmarama.**

Karmarama is one of the fastest growing communications agencies in the UK, and features at number 11 on the Sunday Times list of best companies to work for. Understandably, their office environment is of utmost importance. Relocating to Farringdon Place brought the entire 250 staff under one roof in an office space fully designed and installed by bluu Solutions.

With successful campaigns for Nintendo, IKEA and the BBC, Karmarama's office space needed to reflect their creative spirit and was designed with the aim of spellbinding international clients. As part of the design, a psychedelic illuminated colour-changing tunnel was installed to create a dramatic entrance.



Constructed from 40 units of Applelec's LED Light Sheet, fitted with RGB LEDs, the tunnel uses amBX's amBIENT XC DMX lighting controller to run a variety of sequences and display the corporate colours of clients as they arrive for pitches. The installation draws a maximum of 12.5 watts per linear metre and features thermally managed LEDs that deliver a lifespan of 50,000 hours.

Whilst impact was the defining requirement of the project brief, the tunnel has been created according to energy efficiency principles. Control is a key feature of the installation and with the tunnel split into 40 individual LED Light Sheet sections it is possible to run any panel in isolation to reduce power consumption. This is of particular benefit outside office hours and throughout the night when just a couple of panels can be

illuminated to provide a safe level of light through the tunnel.

Karmarama's reception desk is illuminated by a further five RGB LED Light Sheet panels, which again use an efficient LED system that draws

just 42 watts when set to a static red, green or blue.

Hendrik Potgieter, project coordinator at bluu Solutions explains; "When one of our designers came up with the idea of a light tunnel we sought professional advice, which Applelec duly offered. The control ability that allows the tunnel to suite with other effect lighting in the office such as the centre stage area, has come to be

known on site as the 'wiz-bang device' that offers colour change, pulsing, stepping and any number of combinations of wizardry. Our client is certainly very pleased with the end result."

In the remainder of the office lighting scheme, bluu's refurbishment utilised the existing space to maximise natural light, and original fixtures were reused or repositioned to minimise waste. ♻️

## Contact

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## Green Fact:

**Applelec state that this installation is so energy efficient that running a static colour for a visitors arrival (around five minutes) uses less power than it takes to make teas and coffees for the client meeting!**