

THE CLOCK at Irvine Spectrum Center

City	Irvine, California
Country	USA
Lighting Designer	Matt Levesque, First Circle Design Inc.
Landscape Architect	Burton Studios
Client	Bob Lisle, The Irvine Company
Lighting Programmer	Mark Matzkanin
Category	Hospitality and Entertainment
Year	July, 2015
Light Effect	Custom In-grade RGB Pavers, Accent lighting, Grazing lighting,

Irvine Spectrum Center is Orange County California's premier dining, shopping and entertainment destination. As one of Southern California's most popular entertainment and lifestyle destinations, more than 17 million people visit Irvine Spectrum Center annually. When Irvine Spectrum Center opened in November of 1995, it was envisioned by the Irvine Company as a unique retail center, offering an array of shopping for the whole family and a gathering point for the community as Orange County's cultural and entertainment epicenter.

The center was one of the first in the country to be anchored by restaurants and entertainment venues, which changed the landscape of major retail centers and set a precedent in the shopping center industry. Celebrating its 20th anniversary in 2015, the Irvine Spectrum Center continues to evolve into one of Southern California's most popular shopping destinations with its sprawling courtyards and ample paseos.

As part of this continuous evolution and focus on plaza destination areas, the Irvine Company relocated a 50ft. tall and 50ft. wide Fiscus tree from their office headquarters location to the retail space to serve as a focal point in their new open court that was surrounded by restaurants and shops. Lighting Designer, Matt Levesque of First Circle Design was working on illuminating the new exterior for the Sports Authority when approached by the Irvine Company to help fulfill a vision they had for to their new community plaza.



About Irvine Spectrum Center

Irvine Spectrum Center features a unique carousel with antique-design horses and menagerie animals, as well as the center's signature 108-foot tall Giant Wheel, custom-designed and hand-crafted in Italy. In June 2015, the Giant Wheel debuted its all new-LED interface, with more than 52,000 energy-efficient LED lights capable of a dazzling 16 million color schemes. In addition, there are nine fountains, and new community CLOCK all custom-designed for Irvine Spectrum Center.

THE OBJECTIVE:

First Circle Design and The Irvine Company's objective was to create a plaza destination with a kinetic feel, which would encourage guests to enjoy the surrounding environment and create a gathering space for activity.

THE CONCEPT:

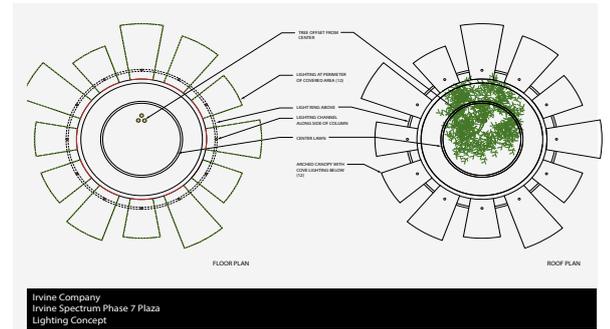
The concept was a true design collaboration between the consultants, contractors, Targetti USA, and the center ownership. The design derived from multiple needs: 1) to aesthetically balance and support the newly planted massive tree, 2) to create a seating experience that was kinetic and aligned with Sports Authority's active clientele, and, 3) to fulfill the need for a town hall clock.

As large and as encompassing as the Irvine Spectrum is, a community clock was absent but necessary – so, why not put in the ground? Therefore, The Clock is more reflective of a sculptural piece that is designed to engage the guests as opposed to a clock plainly set for time function only.

THE DESIGN:

To bring "The Clock" concept to fruition, a variety of designs were considered. Lead Designer, Matt Levesque had to take into consideration working with the specifications and sizes of the existing paving that surrounded the center area landscape. Although paving is a standard product, a standard lighting fixture was not available that would fit within the existing dimensions and specifications.

Levesque worked with TARGETTI USA to create a custom product that would integrate into the required depth, length and width of the standard pavers and integrate seamlessly into the plaza floor for pedestrian traffic. A custom RGB Paver Light Tile was created in three different products to represent the hour mark, the minute mark and the second mark. The product was designed specifically to be trim less so that when grouted, it would lay seamlessly flat into the plaza floor creating a smooth pedestrian walkway.



The objective was to create a plaza destination within the property that projected a relaxing and enjoyable environment that has been created by ownership and the design team.

-- Matt Levesque



Targetti and First Circle Design Team worked together to customize the shape of the clock's tick marks to fit seamlessly within the paving tile scale and format.





The children that stomp and chase the continuous ticking lights of the second hand really makes one appreciate the power of a thoughtfully planned design. – Matt Levesque

THE EXPERIENCE:

To create a kinetic experience and bring “THE CLOCK” to life, an ETC Mosaic playback control system is utilized to control the time and color. “THE CLOCK” not only demonstrates real time starting approximately two hours before sunset and one hour after sunrise but it also can incorporate a color palette of up to 16 million colors to choose from. Hour, minutes and hands all have utilize 2 colors to differentiate a progressive movement of time throughout the day as the second hand changes. The color palette is determined by each season that provides a naturally evolving feeling of time and a connection to the community.

The umbrellas were an additional element added to the overall plaza design. “The umbrellas were originally intended for shading to overlook the eating tables”, commented Matt Levesque. “But from a design point of view – if we made them a quantity of 12 they could be the hours hand. This allows you to visualize the clock from a further distance.”

The umbrellas act as a sub-gathering area within the clock’s circumference to encourage guests to not just view the clock but also, better yet, experience it. Each umbrella is illuminated with a custom LED Tape product from TARGETTI USA that is integrated into the overall programming of the clock. The glowing umbrellas not only incorporate the function of shade but change color with the progression of the hours.



The colors also change for the following celebrated holidays: Valentine's Day, St. Patrick's Day, the 4th of July, Halloween, the Christmas season, and New Year's. Yes, the clock does a ten (10) second countdown on New Year's Eve.

Spring:

Hour –

- Base color: Turquoise
- Active Color: Magenta

Minute –

- Base color: Lavender
- Active Color: Magenta

Seconds –

- Base color: Lavender
- Active Color: Gold/Orange



Summer:

Hour –

- Base color: Rose
- Active Color: Gold

Minute –

- Base color: Burnt Orange
- Active Color: Gold

Seconds –

- Base color: Burnt Orange
- Active Color: Blue



Fall:

Hour –

- Base color: Green
- Active Color: Orange

Minute –

- Base color: Yellow/Green
- Active Color: Orange

Seconds –

- Base color: Yellow/green
- Active Color: Dark Rose



Winter:

Hour –

- Base color: Purple
- Active Color: Blue

Minute –

- Base color: Cyan
- Active Color: Blue

Seconds –

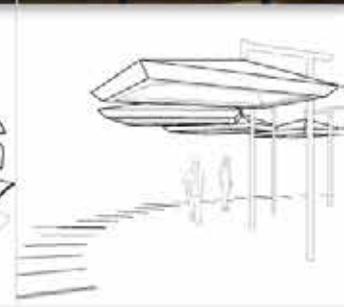
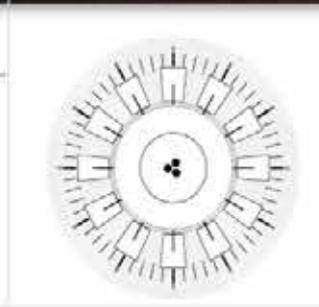
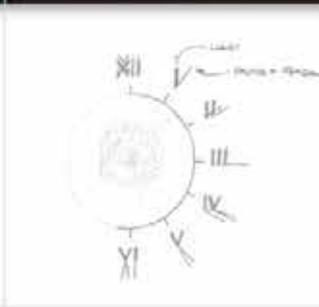
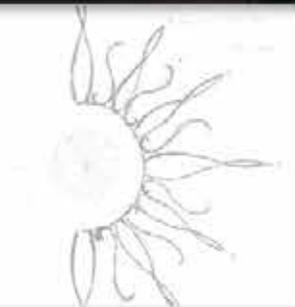
- Base color: Cyan





The Clock at Irvine Spectrum Center
 The Irvine Company
 Lighting Design: First Circle Design Inc.

60 Second Tick Marks
 48 Minute Marks
 12 Hourly Marks



77' FT in Diameter | 60 Second Tick Marks | 48 Minute Marks | 12 Hourly Marks | 9 Months from Concept to Installation

TARGETTI USA

"First comes thought; then organization of that thought into ideas and plans; then transformation of those into reality. The beginning, as you will observe is in your imagination."
 Napoleon Hill



Products used



Custom

PAVER LIGHT TILES

Professional inground recessed adjustable LED projector



Custom

RGB Umbrella

Professional RGB LED Tape custom install into Umbrellas

“The Clock” Fun Facts:

- Seventy-seven (77) feet in diameter
- 60 second tick marks
- 48 minute marks
- 12 hourly with marks with 12-minute marks inside of them
- Second hand changes color as it moves
- Top of every hour – the clock has an audible “gong”
- Took 9 months from concept to completion
- 1 week of programming
- Only 8 weeks to build it
- Colors change for the following celebrated holidays: Valentine's Day, St. Patrick's Day, the 4th of July, Halloween, the Christmas season, and New Year's count down.
- Hour, minutes and hands all have 2 colors.
- 16 million colors to choose from

About TARGETTI Group

With combined experience of over 100 years, TARGETTI and DuraLamp, each with its own philosophy and history and its own expertise and technology, have synergized to deliver these core competencies and quality products to the U.S. market exclusively through the ARGETTI Group North American headquarters. TARGETTIUSA headquarters is located in Costa Mesa, California and offers a full line of U.S. approved products available via TARGETTIUSA sales representatives.

TARGETTI specializes in the field of interior and exterior architectural lighting products and creative custom solutions that are developed in response to specific functional and aesthetic challenges. As one of the most respected and recognized manufacturers of sophisticated architectural lighting solutions, TARGETTI offers a wide range of indoor and outdoor architectural lighting and creative custom solutions for the U.S. market. We specialize in a variety of recessed downlights, linear and in-ground LED solutions made with the finest quality and craftsmanship.

DuraLamp delivers a versatile line of architectural linear LED luminaires and energy efficient lamps ideal for accent, task and general indoor and outdoor lighting by incorporating the latest in solid-state technologies and research. Integrated lighting systems with a variety of profiles, light sources, controls and drivers, as well as decorative and specialty lamps in multiple sources and sizes compliment the expansive product offering.