ABOUT EXPERIENCE:
ENVIRONMENTAL PERCEPTION
ENVIRONMENTAL COGNITION
ENVIRONMENTAL EVALUATION

HUMAN ENVIRONMENTAL EXPERIENCE

PERCEPTUAL COGNITIVE EVALUATIVE
(Rapoport)
WHAT ARE PEOPLE PICTURING?

WHAT ARE PEOPLE LIKING?

WHAT ARE PEOPLE SAYING, TALKING ABOUT LIGHTING?

WHAT KIND OF LANGUAGE ARE THEY USING?

AND, FINALLY... WHO IS DESIGNING THAT URBAN LIGHTING?
THE CONTEMPORARY FLANEUR
“THE OPTIC ARRAY FROM A PICTURE AND THE OPTIC ARRAY FROM THE REAL WORLD CAN PROVIDE THE SAME INFORMATION WITHOUT PROVIDING THE SAME STIMULATION”
(James J. Gibson, 1971)
PERSONAL PERSPECTIVE AND INDIVIDUAL CREATIVE CHOICE
(Laszlo Moholy Nagy, 1965)
Adorei essas luzinhas. Amei. =) -
Cristine Mello

Beautiful! As usual, you have so many great stars... :) I got stars out of the sun yesterday, I was so happy! :)

So impressive - great lighting.
PREFERENCE OF WARM LIGHTING

**VISUALIZATION**

- Warm White CCT
- HPS (Yellow)
- LPS (Orange)

**LIGHT FUNCTION**

- Way-Finding
- Communication
- Landmark
- Signal
- Ambiance

Lighting preferences:

- **Warm White CCT**: Stunning, colours, golden, sweet, tones, glow, city, wayfinding
- **HPS (Yellow)**: London never looked so good, wonderful light, perfect illumination, like the trees full of crystals, I like the blue lighting, nice perspective, beautiful and cinematic
- **LPS (Orange)**: Emotion, brilliant, reflection, awesome, incredible, worrying

Unsafety, necklace of light, shiny, beautiful, magic, shining, wayfinding

Intimate, beautiful, contraluz, cool mood, awesome shot and lighting, beautiful texture, love the deep quality of the lights

London never looked so good, wonderful light, perfect illumination, like the trees full of crystals, I like the blue lighting, nice perspective, beautiful and cinematic

Emotion, brilliant, reflection, awesome, incredible, worrying

Stunning, colours, golden, sweet, tones, glow, city, wayfinding

Colour, mood, atmosphere, lowlighting, dramatic, mysterious, dark, shadow, amazing, wayfinding

Brilliant low light, amazing energy, superb lighting, fantastic mood, loveliness of lines and light

Wonderful lighting, it's like magic, beautiful, starry sky, too much star in the simulated night sky
“INTIMATE AND HUMAN SIZE”
YELLOW MONOCHROMATIC LIGHTING

VISUALIZATION

LIGHT
- WARM WHITE CCT
- HPS (YELLOW)
- LPS (ORANGE)

LIGHT FUNCTION
- WAY-FINDING
- COMMUNICATION
- LANDMARK
- SIGNAL
- AMBIANCE

BEAUTY, PEACEFULNESS, NICE, BRIGHT, SIT-DOWN, WAY-FINDING
I LIKE THE WARM TONE, LOVE THE WARM LIGHT, BEAUTIFUL AND CINEMATIC
GREAT LIGHT, NICE ATMOSPHERE, GREAT MOOD, COLOURS, GORGEOUS MOOD
MEDIEVAL, MUTED COLOURS, MYSTERIOUS NOVEL, MINIMALISM, DARK, LOVELY MOOD
INCREDIBLE ATMOSPHERE, ABSOLUTELY GREAT LIGHTING, COMFORTABLE MOOD, AMAZING WITH THE LIGHT, LOVELY GLOW OF THE LIGHTS, SEEMING DICKENS NOVEL, LIKE THE COLOURS
MISTRY, EMTINESS, MIST, PAST, MAGIC, CHARMING, SECRETS, UNKNOWN, FANTASTIC, MOOD, AMBIANCE, SILENCE, BEAUTY, REFLECTION
MAGIC CITY, MOOD, MARVELLOUS LIGHTING, LIGHT TONES, INVOLVING, FASCINATING, GOLDEN LIGHT, ROMANTIC LIGHTING
WONDERFUL PLACE, BEAUTIFUL SCENERY, WARM TONES OF THE LANTERNS, FAIRYTALES, LOVELY AND CHARMING VILLAGE
MAGIC LANTERN, GREEN DARKNESS, WARM LIGHTING, SPECTACULAR, WALLWASHING, EXTRAORDINARY LIGHT, FASCINATING AND MISTERIUS ATMOSPHERE
GREAT LIGHT, BEAUTIFUL ATMOSPHERE, BEAUTIFUL LIGHT AND TONES, VERY BEAUTIFUL GOLDEN LIGHT
"MYSTERIOUS GOLDEN LIGHT"
CONTRAST OF WHITE LIGHTING

VISUALIZATION

WHITE LIGHT
- COLD CCT
- WARM CCT
- MERCURY VAPOR LAMP

LIGHT FUNCTION
- WAY-FINDING
- COMMUNICATION
- LANDMARK
- SIGNAL
- AMBIANCE

UNUSUAL COLOURS, LOOKS LIKE A MOVIE SET, LIKE THE COOL COLORS IN THE FOREGROUND AGAINST THE REDS OF THE HOMES, LIT WINDOW MAKES ME WANT TO PEAK IN, LOVE TO LIVE IN A LITTLE ALLEYWAY TOWNHOUSE

WARM, MOOD, INTERESTING, FEELING OF WANTING TO GET OUT AND TAKE A WALK ON THE TOWN, WAY-FINDING

GORGEOUS COLOURS, AUTUMN NIGHT AMBIANCE, WONDERFUL MOOD, LOVE COLOUR OF THE LIGHT, LOVE THE TONES

CINEMATIC, ATMOSPHERE, SLIGHTLY MENACING ATMOSPHERE, DUALITY OF COLOURS, EXTRAORDINARY COLOURS, FANTASTIC AMBIANCE

AMBIANCE, EMOTION

BEAUTIFUL, ROMANTIC, AUTUMN MELANCHOLY TERRIFIC ATMOSPHERE, MOODY FANTASTIC COLOURS, LOVELY LIGHT REVEALING THE CHARACTER OF AN OLD ALLEY

AMBIENCE, EMOTION

LIKE TWO WORLDS APART, UP AND DOWN, WARM AND COLD COLOR, NICE CONTRAST BETWEEN THE BLUES AND ORANGES, ENTRANCE TO THE UNDERWORLD, CONTRASTING BLUE AND GOLDEN

LOVE THE LIGHT IN THE DISTANCE, BEAUTIFUL WINTER SCENE, INTENSE MOOD

FEELING, WAY-FINDING
“FASCINATING DUALITY”
COLOURED MEANINGFUL LIGHTING

COLOURED LIGHT
- YELLOW
- GREEN
- RED

LIGHT FUNCTION
- WAY-FINDING
- COMMUNICATION
- LANDMARK
- SIGNAL
- AMBIANCE

SLIPPERY, REFLECTION, RED, HALO, SHADOW, GREAT, RAIN, AWESOME, WAYFINDING

NICE ATMOSPHERIC, LIKE THE MIX LIGHT AND THE WET, REFLECTIVE STREET, MAKES ME LONG FOR SOME RAIN AND THOSE GREAT COLOURFUL REFLECTION

LOVE THE LIGHT IN THE DISTANCE, BEAUTIFUL WINTER SCENE, INTENSE MOOD

WARM, MOOD, INTERESTING, FEELING OF WANTING TO GET OUT AND TAKE A WALK ON THE TOWN, WAY-FINDING

WAY-FINDING, NICE LIGHT, FANTASTIC, COLOUR, MAGNIFICENT, REFLECTIONS, BRIGHT, TERRIFIC WUNDERFUL ATMOSPHERE

LAMP SO COOL, I LOVE HOW THE LIGHTING IN THE DISTANCE LOOK LIKE FLOATING ORBS, VERY MOODY AND MYSTERIOUS, AMBIENCE MAGNIFIQUE

BEAUTIFUL LIGHT AND AMBIENCE, MOODY!
“CROMATIC CODING”
COLOURED MEANINGFUL LIGHTING

COLOURED LIGHT
- YELLOW
- GREEN
- RED
- BLUE
- ORANGE
- PINK

LIGHT FUNCTION
- WAY- FINDING
- COMMUNICATION
- LANDMARK
- SIGNAL
- AMBIANCE

RAIN, REFLECTIONS, CATCHY COLOURS, WINTER, WET, SUCH LOVELY COLOURS, GREAT SPLASHES OF COLOURS, WHAT A FEAST OF COLOURS, LOOKS LIKE SOMEONE SPILLED GOLD ON THE PAVEMENTS

METROPOLITAN, URBAN BILLBOARDS, BUSYNESS, BRIGHTNESS, COLOUR, ENERGY, INFORMATION OVERLOAD, AMAZING

LIQUID CROSSWALK, IT WAS ALL DECEMBER RAIN AND NEON IN THE STREET NEAR THE METREON IN SAN FRANCISCO, LOVE THE COLOUR, THE REFLECTIVENESS, IRIDESCENT, SUPER COOL, URBAN MELTINESS

MULTICOLOUR, FLUORESCENT, STUNNING, INTRIGUING, GETS PEOPLE IN THE FESTIVE MOOD, VERY FESTIVE LOCATION, GREAT MYRIADS OF COLOURS, WHAT A RAINBOW OF LIGHTS

NIGHT, EMOTION, NIGHTWALK, SHADOW, TALES, STRANGE, MOMENTS, MAGIC, UNREAL, INCREDIBLE, CINEMATIC, CITY COLOURFUL, STUNNING, SUPER BLUE, RICHNESS

LOVE GREAT BLUE TONES, REALLY CAPTURED THE NIGHT ATMOSPHERE, I LIKE THE INTERESTING CONTRAST THE WOMEN FACES ON THE LEFT ARE SHARP AND BRIGHTLY LIT WHILE MENS ARE ONLY BLACK AND SOFT SILHOUETTES ON THE RIGHT, GREAT MOOD HERE, TONES AND EXPOSURE ARE SO INTRIGUING

URBAN CYCLOP, SIGNS, METROPOLIS, NIGHT SPIRIT, CITYSCAPE, FANTASTIC SEA OF LIGHT, INTERESTING ARRAY OF COLOUR, COLOURFUL, BRILLIANT, VISUAL POLLUTION, ARRAY OF COLOUR, BUSY, NOISY, AMAZING

LIGHT, NEON, CINEMATIC, WAYFINDING, SIGNS, I WOULD LOVE TO VISIT IT, INCANT, WONDERFUL ATMOSPHERE, VIBRANT, INTERESTING NIGHTSCAPE
“CINEMATIC AND EYECATCHING”
great tones of night

fluorescent coloured faces madness and festive liquid

neon reflections and rain refraction

crosswalk and dark

light bright and bright

rainy and brilliant

cool and bright array

amazing and intriguing

interest and colourful

colours and multi

rain vivid and bright

blue and vibrant

atmosphere and bright

wet and paved

COLOURED MEANINGFUL LIGHTING

VISUALIZATION

COLOURED LIGHT
- YELLOW
- GREEN
- RED
- BLUE
- ORANGE
- PINK

LIGHT FUNCTION
- WAY - FINDING
- COMMUNICATION
- LANDMARK
- SIGNAL
- AMBIANCE

LOW LIGHT, DARK, NOIR, RED, NEON, SIGN, REFLECTION, BLUE
BEAUTIFUL COLOURS AND REFLECTIONS, COLORS REFLECTING OFF THE WATER MAKE IT SPECIAL, GREAT CONCEPT OF COLORS, LOVE THE INTENSITY
NIGHT URBAN LIGHTING, ORIENTATION, COLOUR, RED, URBAN, NOCTURNAL, WARMTH, BEAUTY, STRONG, AGGRESSIVE, VIVID
MOULINROUGE, LIGHTING, BEAUTIFUL, COLOURS
ADVERTISING, NEON, SIGN, DISPLAY, ATTRACTION, SHOPPING, AMAZING COLOURS, AWESOME REFLECTION AFTER RAIN, FANTASTIC BLUE AND RED STUNNING
LANDMARK, URBAN CITY COLOUR, RED, BLUE, SKY, GRAND COLOURS, MAGICAL TONES, LOOKS AMAZING IN RED, AWESOME BLUE HOUR, ATTRACTIVE ROUND, STUNNING COLOURS, RED & BLUE
AWESOME COLOURS AND LIGHTS, GREAT LIGHT EFFECTS, LOVE THE DIFFERENT COLORED LIGHTS ON THE WALKAWAY, WHAT A FUN IDEA, I LOVE THE EFFECT, VERY COLOURFUL AND INVITING, LOVE THE COLOURS
LOVE THE FUTURISTIC FEELING OF THE CITY, LIKE SHANGAI, BOTH THE NEW AND THE OLD, AT NIGHT NANJING LU IS FANTASTIC, LOOKS LIKE NEON BAMBOOS

NICE COLOURS AND INTERESTING MOOD, THE COLOURED LIGHT REFLECTING IN THE STREET ARE GORGEOUS, HE GOT ME COLOR CRAZY, IT'S A CHRISTMAS DISCOTEQUE
LOW LIGHT, DARK, NOIR, RED, NEON, SIGN, REFLECTION, BLUE
BEAUTIFUL COLOURS AND REFLECTIONS, COLORS REFLECTING OFF THE WATER MAKE IT SPECIAL, GREAT CONCEPT OF COLORS, LOVE THE INTENSITY
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TECHNOLOGY IS THE ANSWER
BUT WHAT WAS THE QUESTION?

(Cedric Price)