

With Downtown Disney across the street, an entertainment-type atmosphere was crucial for attracting tourists to the Anaheim Garden Walk.



Photo: Greg Epstein

If you're going to set up shop on the same turf as Disney and compete for that ever-shrinking entertainment dollar, you had better do it with some panache.

Located directly across the street from the shops and eateries of Downtown Disney, the newly opened Anaheim GardenWalk is a collection of outdoor shopping, dining and entertainment establishments, including an upscale bowling alley and state-of-the-art movie theater. Scenic waterfalls, manicured gardens and color-changing LED lighting are the initial enticements to both vehicular and pedestrian traffic looking for some family fun.

"We sought to get beyond traditional retail and establish an ambi-

ence that would encourage clients to return often," says Greg Davis, assistant marketing director for Anaheim GardenWalk. "We invested heavily in lighting, landscaping, fountains and sound systems, and we're pleased with the results. Clients seem to appreciate being able to escape the hustle and bustle of the world here for a few hours."

While a nature walk is part of the lure, the design concept for the lifestyle center did have to "fit the entertainment feeling" generated by its Disney neighbor, says Kyllene Jones, principal, Lighting Design Alliance, Long Beach, CA. The goal was "to create an alternative hospitality and retail destination for tourists," primarily at night when guests from Disney hotels stroll the

LED accents on the walls, floors and overhead lend an archtainment vibe to a nature-inspired outdoor lifestyle center

BY PAUL TARRICONE



Photo: LightWild

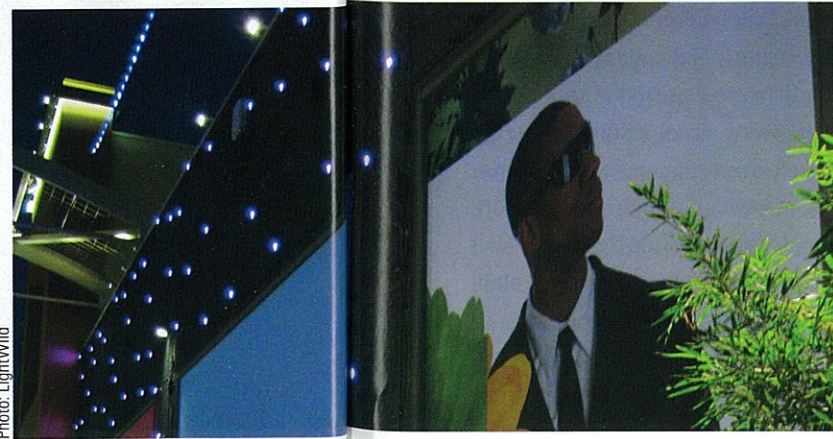


Photo: LightWild

ANAHEIM OASIS

streets. The light source of choice was LEDs. Smooth and gradual color-changing light shows were created by using a total of 924 points of light (LightWild's Pixel product) with RGB LEDs neatly integrated into "living green" walls. In addition, 101 circular LEDs (LightWild's Tile) are recessed into granite flooring in a random pattern.

The pixels and tiles are complemented by 22 torchieres—color-changing tubes of light lamped with LEDs from Philips Color Kinetics. Eight 40-ft tall torchieres are positioned at the entryways; four are placed on walkways inside the center; and 10 12-ft versions of the torchieres are spaced throughout. These torchieres also emphasize the overall nature motif of the lifestyle center. The torchiere elements have vines growing up from a planter base, which also conceals the mounting hardware. The vines intertwine with the torchiere's metal branches, which bow out in a way that mimics a blossoming flower.

Completing the effect are LED light strings wrapped around palm trees. These light strings slowly change color, pulling the nature-inspired light show away from the green walls and into the promenade, closer to the visitor.

WALL APPEAL

At night, a good first impression for pedestrians and auto traffic was especially important, since three sides of the GardenWalk center are visible from the street. The design concept focused on enlivening the so-called living walls. The green walls consist of a metal mesh product in a



Twenty-two torchieres—color-changing tubes of light lamped with LEDs—are positioned at the entryways and on walkways inside the center. At far left are LED-wrapped palm trees.

Photo: Kristin Pickar

4-in. grid mounted off the building façade. A custom bracket mounts the pixels securely on the green screen structure. "The challenge," explains Jones, "was to mount the LED pixels far enough out [in this case 4 in.] to allow the vines space to grow behind them and for the LEDs to be visible within the planting, but not so far out that the bracket mounting would be visible." The vines also conceal the wiring and lighting controls. This design scheme also enabled the fix-

tures to be concealed during the day, another key objective.

The largest green screen without pedestrian access has pixels with lightly frosted lenses for greater visibility from street traffic. The large surface area supports a grid formation of pixels, allowing for a more complex and spirited light show that complements the nearby night club, movie theater and bowling alley.

The LEDs-on-walls concept extends beyond the lighting at the en-



A custom bracket mounts the LED units securely on the green screen structure. The fixtures had to be positioned far enough out (4 in.) to allow the vines space to grow behind them and for the LEDs to be visible within the planting, but not so far out that the bracket mounting would be visible.

Photo: LightWild

trances. "With retail and outdoor lifestyle centers, all the lighting pizzazz is usually at the entryways, but the garden walls inside connect each building," Jones says. "While not as closely grouped as they are at the entryways, there are hints of the pixels." The effect is to connect the architecture of the colorful segmented buildings with nature and light.

The pixels' RGB palette allows for themed light shows during the

holidays; displays that incorporate the colors of the Anaheim Angels baseball team; and patterns that resemble star constellations. In addition, suspended Philips Color Kinetics string lights between large vine-covered "arbors" (an arched truss system) spanning the width of the shopping promenade are programmed to create a sparkling constellation and color-changing light show. The intent of having lighting above—as well as on the

façades—was to envelop the patron and give a genuine feeling of escape from the hustle and bustle. "We wanted the shopper on the move, as well as those sitting in the shade enjoying a cup of coffee, to have a lighting experience," explains Kristin Pickar, designer, Lighting Design Alliance. "In order to engage both speeds, we programmed several shows in the string lights: ones that transform in dynamic patterns at a more rapid pace as

PROJECT



A total of 101 circular LED tiles were embedded in the patio paver stones. These tiles are concentrated in the main central concourse and spiral out approximately 40 ft in different directions.

Photo: LightWild

well as slowly sparkling constellations. A patron can enjoy picking out the Big Dipper or Cassiopeia while sipping their coffee.”

LOOK DOWN

Underfoot, meanwhile, are circular LEDs embedded in the patio paver stones. These 101 LED tiles are concentrated in the main central concourse and spiral out approximately 40 ft in different directions. The integrated frosted lenses on the in-grade tiles assist in reducing lamp visibility, while allowing sufficient light for a dynamic effect and an evenly glowing surface. With these LED units installed in pavers that sit over the roof of an underground

parking garage, a custom housing was designed to protect them from water infiltration.

In the air and on the ground, lighting seems to have it covered at the Anaheim GardenWalk. 🌟

METRICS THAT MATTER

Anaheim GardenWalk

Watts per sq ft: 0.4 to 1.5 (complies with California's Title 24)

Illuminance Levels: 1 to 7 fc; varies at concourses and courtyards

Lamp Types: 8

Fixture Types: 30



Asia and Europe.



About the Designers: Kyllene (Kelly) Jones, IALD, Member IES, has been a member of Lighting Design Alliance since 1999. As principal, her responsibilities include project design, management and marketing. Ms. Jones attended the Architectural Engineering program at the University of Kansas with an emphasis in Illumination and Power Systems Design. She has been involved in the design and management of more than 100 lighting projects in North America, Central America,

Kristin Pickar, LEED AP, IALD, Member IES, studied Architecture at Texas A&M University where she was introduced to the world of lighting design through an exciting elective course. Over the past five years at Lighting Design Alliance, she has designed numerous restaurant, hotel, retail and residential projects across North America, Asia and Europe.