



LIGHT SOURCES FOR ADVERTISEMENT AND DECORATION

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Introduction

- ❑ Electricity ... Lighting Industry
- ❑ House and industrial lighting
- ❑ Signs, rope lights, decorative strings, luminous grids, motifs and lamps





Advertisement

Light is necessary for illumination of an advertisement sign.

Modern lighting goes one step beyond by implementing different colours and illumination patterns.

Light is becoming a fundamental element of advertisement.

“Advertising is totally unnecessary. Unless you hope to make money.”

“Creative without strategy is called art. Creative with strategy is called advertising.”

Jeff I. Richards, American author and theoretic about advertising

Advertisement



- The evolution of advertisement in the developed countries has rendered it into a field of interest.
- An advertisement should attract the attention of the audience. Light is a means to do this (for example a clever slogan is another one).

Advertisement



- ❑ Companies, enterprises, department stores, shops, hotels, cinemas, theatres, concerts
- ❑ Innovative products
- ❑ Expensive products
- ❑ Imagination
- ❑ Electricity waste

Advertisement



- Brain is disturbed by so many different light sources that call for his attention.
- Psychological disturbances

Advertisement

- ❑ **Neon Lamps (in general low pressure discharge lamps)**
- ❑ First neon sign 1923
- ❑ Glass is heated by lit gas and forced air in order to shape the tubes.



Advertisement

- ❑ Blue (Mercury), white (CO₂), gold (Helium), red (Neon).
- ❑ Different colors are achieved by phosphor-coated tubes.
- ❑ Neon efficacy
- ❑ Vs LEDs

Source	Efficacy (lm/W)
6500K std. white neon / magnetic transformer	43
6500K tri-phosphor white neon / magnetic transformer	60
6500K tri-phosphor white neon / electronic transformer	78
White LED	10-25
Std green neon / magnetic transformer	48
Rare-earth green / magnetic transformer	69
Rare-earth green / electronic transformer	90
Typical green LED (channel letter module)	12
High power green LED	25
Std blue neon / magnetic transformer	25
Rare-earth blue / magnetic transformer	23
Rare-earth blue / electronic transformer	30
Typical blue LED (channel letter module)	2
High power blue LED	15
Clear red neon / magnetic transformer	8
Clear red neon / electronic transformer	10
Typical red LED (channel letter module)	11

Advertisement

New York, 1940



Las Vegas, 21th century





Decoration

Previously fire, candles

Decoration

Beam Bed,
designed by
Ewan
Robertson for
the firm
Lagostudio.



Decoration

Light
decoration is
becoming
part of the
tradition



Decoration

SnowCastle, Kemi,
Finland

hotel, restaurant,
bar

5 weeks for
construction every
winter

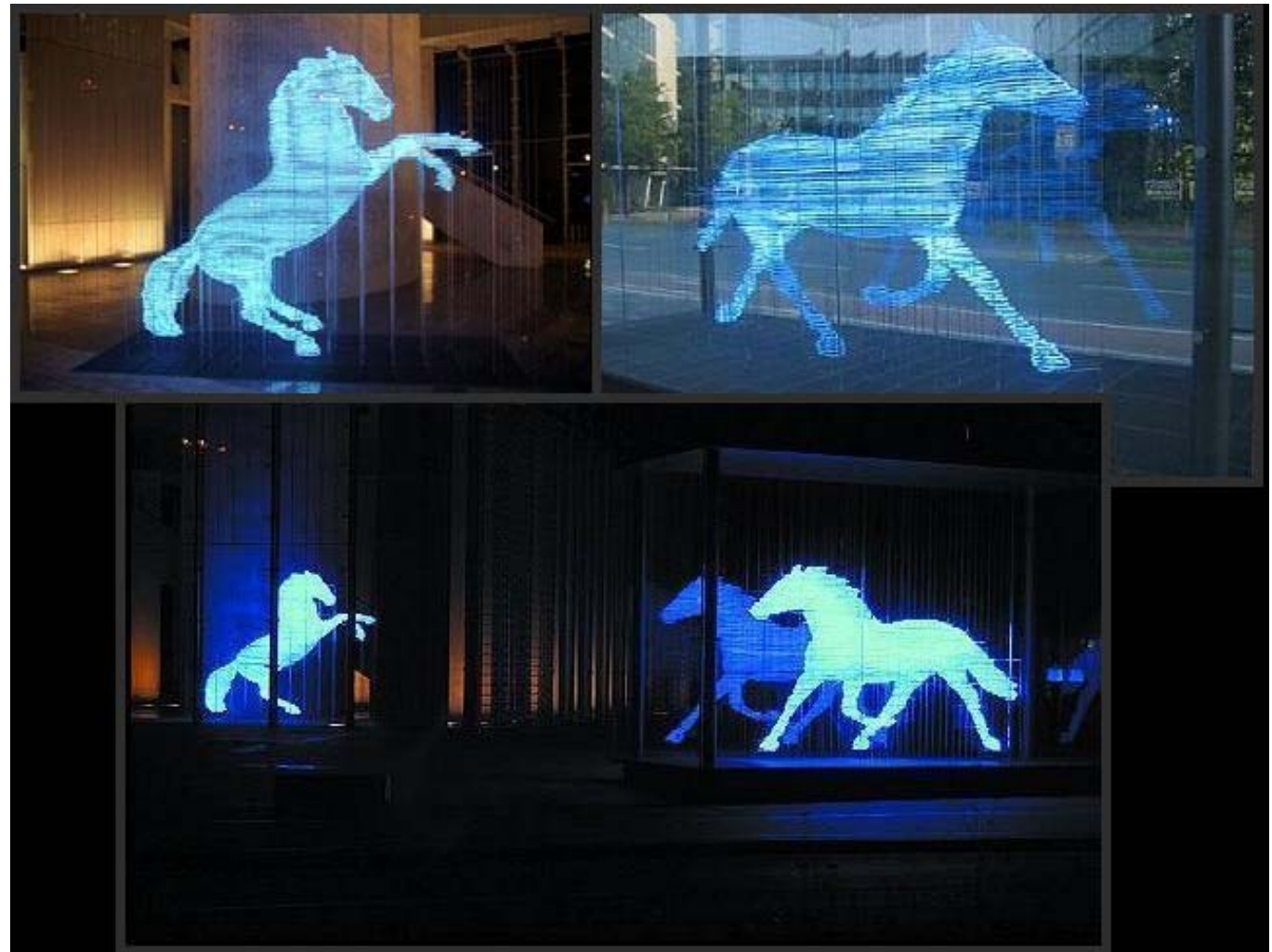
In 2012 it was
open the period
28.01 - 09.04

Entrance w/o stay
for adults 10 €, for
children 4-11 years
old 5 €, room price
per night
145€/person



Decoration

Stephan Huber,
2002 Zwei Pferde
für Münster,
Sammlung LVM
Versicherung,
Münster
(Westphalia)



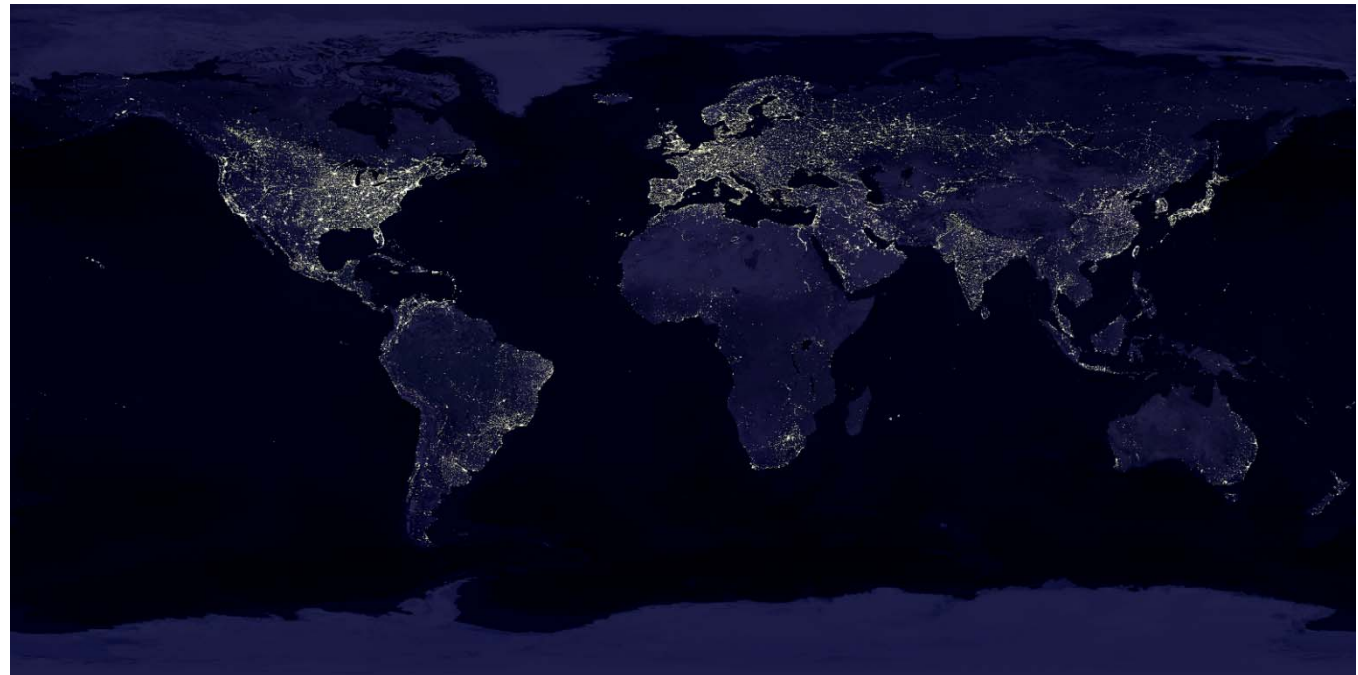
Decoration - Miscellaneous

- ❑ Black light (fluorescent or incandescent lamps)
- ❑ Disco lighting (Halogen lamps and filters)
- ❑ Stage/Concert lighting (Parabolic aluminized reflector light)
- ❑ Laser show



Discussion - Conclusions

Earth lights
from space



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