

Artistic Licence (UK) Ltd supply Quo Vadis with Colour-Tramp and Art-Net products for 'PUMP' - a project using light, by Clare Brew and Tom de Paor, part of the A13 Artscape Project.

Architect Tom de Paor has been commissioned to improve the environment of the congested, hostile landscape of the A13 by the London Boroughs of Barking and Dagenham.

In collaboration with artist Clare Brew, he created 'PUMP', a polished concrete structure 6.4m high and 4.2m square. The illuminated monolithic structure is named 'PUMP' because it is the new water pumping station built on the site of the former red brick Edwardian building.

Embedded in the concrete structure are 456 LED luminaires connected to Acrylic Rods that create spots of light, 50mm in diameter, which can produce any colour at any brightness. An Artistic Licence 2048 channel Colour-Tramp lighting control system is used to individually control each luminaire. Colour-Tramp is a very powerful lighting control system, recently installed to control the Broadgate, Finsbury Avenue Square LED display, which recently received the 2004 IALD Lighting Design Award of Excellence.

Colour-Tramp 2048 outputs 4 universes of DMX512 via Art-Net. This is distributed via a combination of Artistic Licence Art-Net Ethernet distribution products and DMX512 RDM splitters to provide control of the 456 individual luminaires.

Programming of the lighting system is an integral part of the overall concept of 'PUMP'. The current programme has a life of 30 years, subtle changes in the lighting sequences will become evident through the longevity of the project. The framework for the lighting program is a matrix of four vertical, six horizontal and two shorter vertical lines, combined with a palette of twelve colours corresponding to the months of the year.

Each month 'PUMP' uses three of the twelve colours, the current month's colour, the previous month's colour and the next month's colour. Additionally, at 05, 15, 25, 35, 45, and 55 minutes past the hour, a single coloured dot chases around the building. This is then chased by successive dots with variable timing to give the illusion that they are pursuing the original dot around the building.

At 10, 20, 30, 40, and 50 minutes past the hour, white lines fade in and out, horizontally and vertically, for one minute. Each time it happens in any given hour the sequence of lines will be different.

These lines are the heart of the structure. At the top of the hour, the letters of the word 'PUMP' fade in and out over the course of one minute, the letters are hard to read up close, but are more visible from further away. 'PUMP' is both beautiful and simple. It appears calm, a refreshing change from the hectic modern LED advertising billboards from which it derives its technologies.

It can be seen by people crossing the A13 back to the local housing, by local traffic, and, briefly, by cars on the A13. It is on the corner of a small park, which has been landscaped by Tom de Paor with reptile-shaped grass mounds. The mounds may provide the best vantage point for sitting down and watching 'PUMP' go through it's many cycles. 'PUMP' marks the beginning of a new era for public art in Barking and Dagenham along the A13 corridor. It should provide pleasure and inspiration for decades to come.

PROJECT INFORMATION:

Architect: Tom de Paor

Artist: Clare Brew

Original Design and Development of fixtures: Clare Brew

Development and Manufacture of fixtures: Quo Vadis

Development and Manufacture of LED luminaires: Mode Lighting

Lighting Control, Distribution and Software Development: Artistic Licence (UK) Ltd

Lighting Installation: Quo Vadis

Commissioning of Lighting: Clare Brew and Quo Vadis

Photographs: Douglas Atfield

CONTACT INFORMATION:

Clare Brew: Clare Brew has created many works of public art, often using light. She lives and works in New York and London.

Tom de Paor: Tom de Paor is a Dublin-based architect with a practice specialising in residential and large-scale public projects, such as the A13 Artscape project in Barking & Dagenham. He was named Best Young Architect of the Year in 2003.

Quo Vadis: Quo Vadis, one of the UK's leading Lighting Systems Integrators and Technical Service Providers offering impartial lighting control product and support solutions for creative and engineering designers. Based in Harpenden, Hertfordshire. Please contact 01582 761100 or visit www.quo-vadis.com for further details of our services.

Artistic Licence: Artistic Licence has specialized in the design, development and manufacture of products for the entertainment technology industry since 1988. The product range encompasses DMX512-A, RDM, Ethernet, Art-Net and MIDI. The range extends from Test Equipment to Data Distribution and Motion Control to LED Lighting. For further details of Artistic Licence products please visit our extensive web site at www.ArtisticLicence.com or call 020 8863 4515.

Location of 'PUMP': 'PUMP' is located on the south side of the A13 intersection with River Road, Barking. Driving out of London it is a half-mile past the A406 junction on the A13, approximate journey time from the City of London 20 minutes.