



# Glowing Nature

AMSTERDAM

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# Just imagine

It's dark outside and you're casually walking down the street. It's a quiet night. The wind blows softly as you walk through the neighbourhood...

On your way home, you notice the soft light and a very quiet spinning sound. You go towards the light and notice something resembling a streetlamp. As you approach, you notice it almost has the shape of a flower.

On the topside you see soft lights glowing from the side and in the centre you see the shape of infinity. As you approach the pole, the light begins to glow brighter until you're standing in front of it.

On the side of the streetlight you notice the imprint of a hand. As you place your hands on the imprint the lights around you start dancing...





Let us explain...

Brief // Location // Design // Technology

How can an **integrated lighting plan** in the residential area around Buikslotermeerplein, contribute to a **pleasant and safe atmosphere in the outdoor space?**

How can we bring balance between our solution and the surrounding neighbourhood?

Brief

Light Challenge x Amsterdam

# Neighbourhood

Buikslotermeerplein is located in the centre of Amsterdam Noord.

The area is approximately 19 hectares.

# Buikslotermeerplein

Whilst visiting the site, the community manager told us that **it doesn't feel safe** for many people walking after dark.



# Neighbourhood



There is a **lack of lighting**, with only a few street lights, and very bright, clinical fluorescent lights in the walkway on the ground floor of the residential buildings.

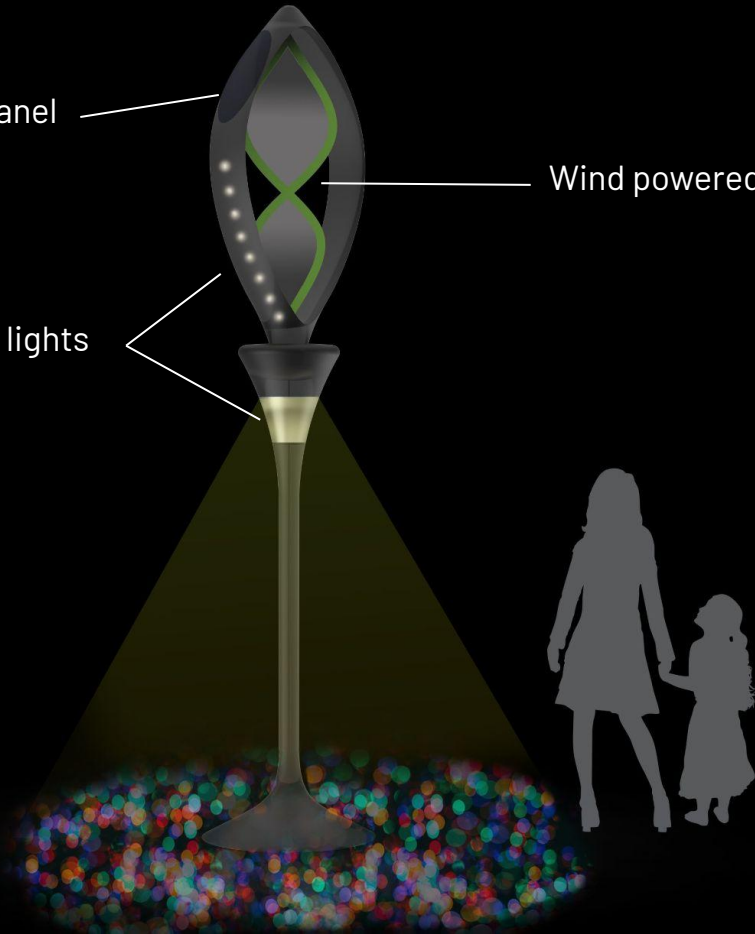
The contrast creates what feels like a separate world, because of this the **darkness** of the surrounding area is emphasised and **feels eerie**.

Brief // Location // Design // Technology

Solar panel

Wind powered generator

LED lights



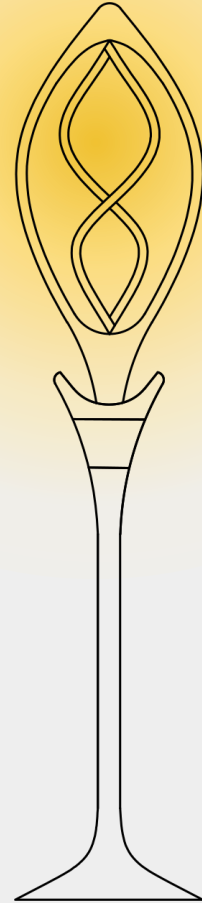
When no one is around....

The lights on the topside of the pole  
give a soft radiant glow, just to give  
enough light for the small vicinity.



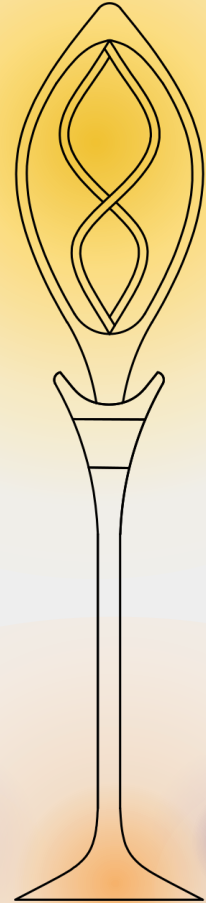
# When someone approaches...

Distance sensors are activated when a person approaches. The lights on the topside of the pole start to glow a bit brighter, reaching maximum capacity when a person is within 2-meter distance.



When someone places their hand on the pole...

The light fixture in the middle of the pole gets activated. Lights will be projected on the user and on the surrounding floor, dancing happily because of the human touch.



The design is inspired  
by the peace lily,



with a long subtle stem going up,  
blossoming to the flower frame.

The outer top part enfolds the inner  
8-shape, the core of the peace lily.

As the wind blows through our design,  
**nature itself generates the power for  
the outer lights.**

Taking the sentence "*place nature at  
the core of your design*" literally.



# Technical part

**Small scale wind power generator**  
(rotary motors)

**Rechargeable battery**

**LED lights**

**Touch sensors**

**Solar panels**

**Arduino**

# Devices involved



## Safe

Creates a sense of safety after dark. Inviting people to hang out in the dark

## Interactive

Sparks a conversation between human and nature with simple interactions

## Seasonal

Develops different light scenarios per season

## Energy-saving

No unnecessary light pollution with timer and sensors

Thank you