



VINTAGE HEART

2023 Russell Cole Memorial Lighting Design Competition

Lighting Design by: Matthew Duran

VINTAGE HEART

Vintage Heart is a retail experience filled with vintage reproductions, hearkening back to the culture and past of the neighborhood. Vintage Heart reinvests 10% of the profits to the local school district to give back to the community. Vintage Heart will build a space where all feel welcome.

A combination of retro style meets industrial beauty, this is a space to shop for iconic clothing from the past reimagined. To remind people that love is at the heart of community, I also proposing a heart mural designed by a local artist, be painted along the north wall. As well as Shadow box light art be integrated into the East Wall shelving, illustrating LA's history and culture.

The millwork lighting will showcase merchandise, art, jewelry and more. The lighting will highlight the clothing and architecture of the building, while drawing customers in to explore and shop.

COMMUNITY REFERENCE

Rich with stories, from the colors and history of Olvera street to the exciting glow of Chinatown.



Dodger Stadium



Los Angeles State Historic Park



Chinatown



Angeleno Wine Company Spring Street



Olvera Street

FASHION HISTORY OF LOS ANGELES

Bell bottoms, padded shoulders, and leather jackets are back, we are bringing the glitz and glamour to the present, baby!

THE 60'S



THE 70'S



THE 80'S

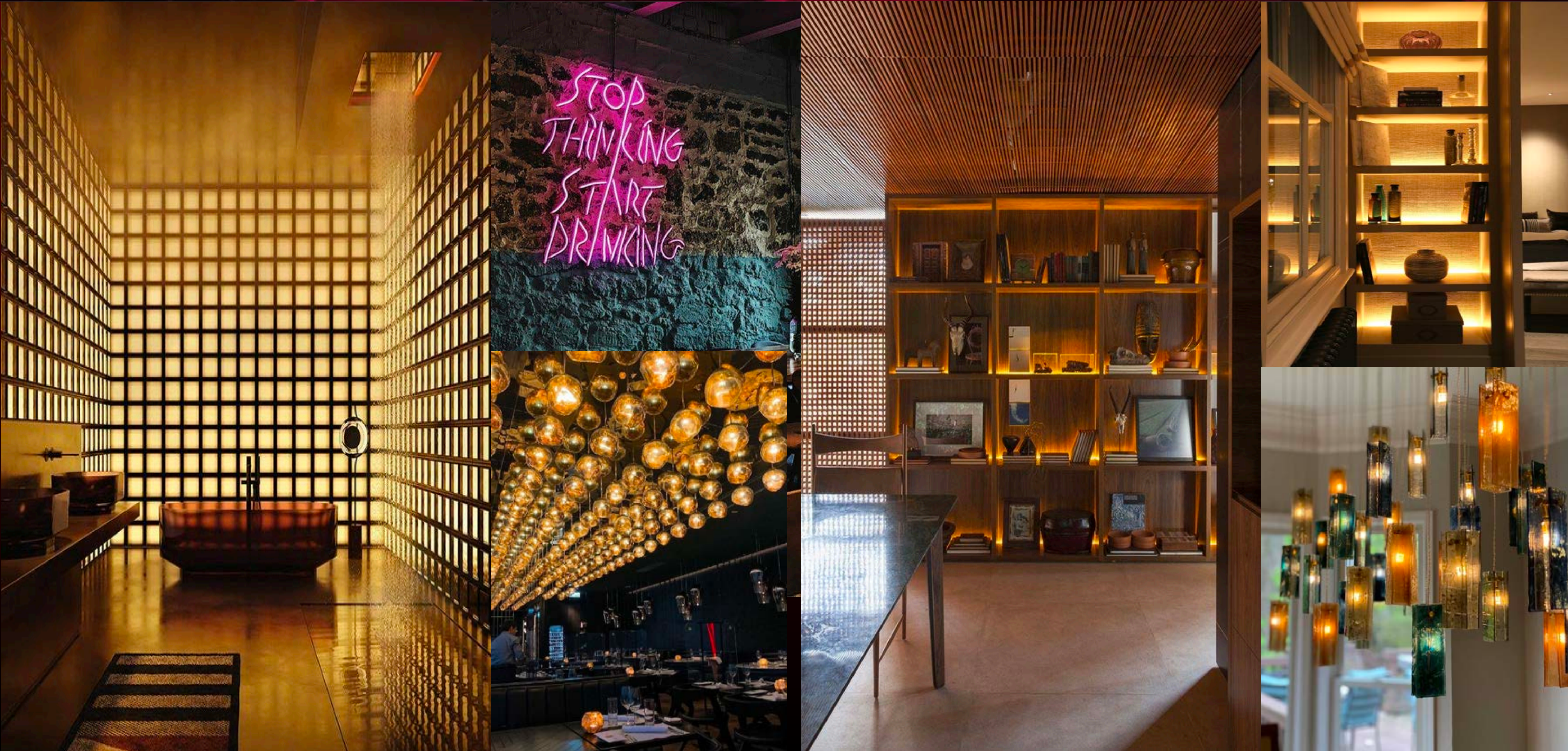


THE 90'S



LOOK & FEEL

Customers are drawn in by the store's inviting warmth of rich golden amber light, neon, and glass pendants.



VINTAGE HEART



This is Vintage Heart, the bones of the building before our magical makeover.



RENDERINGS

NORTH EAST CORNER - DAY LOOK

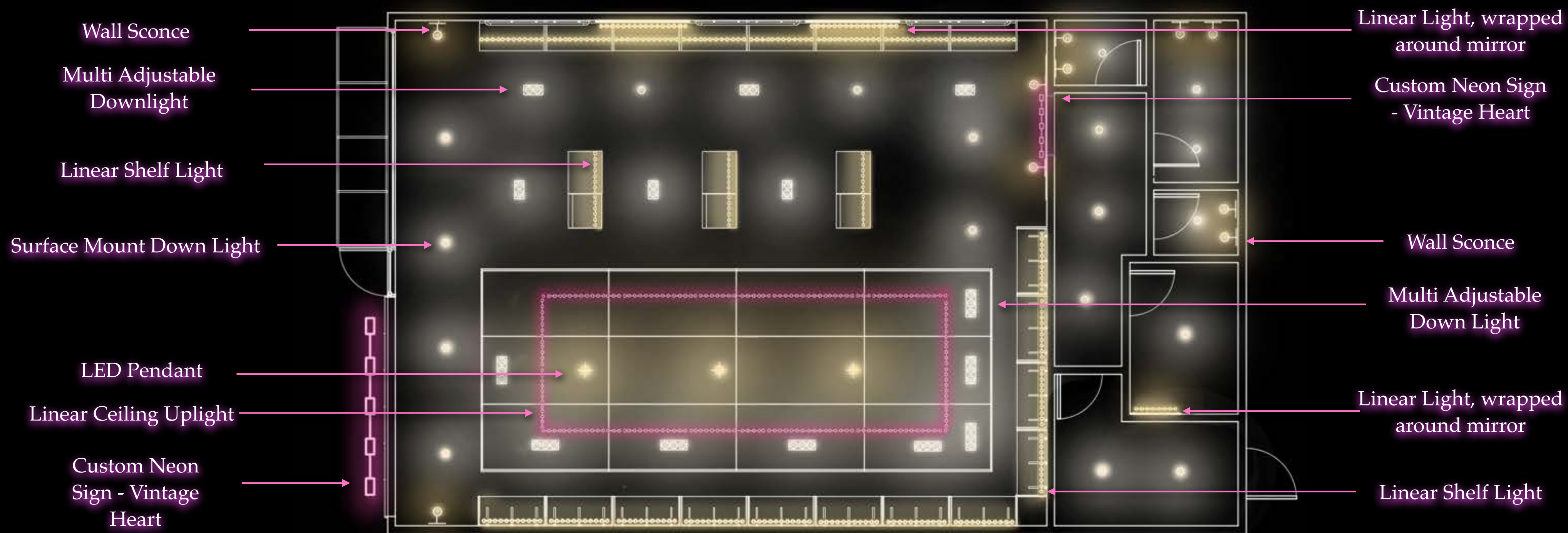


RENDERINGS

NORTH EAST CORNER - EVENING LOOK



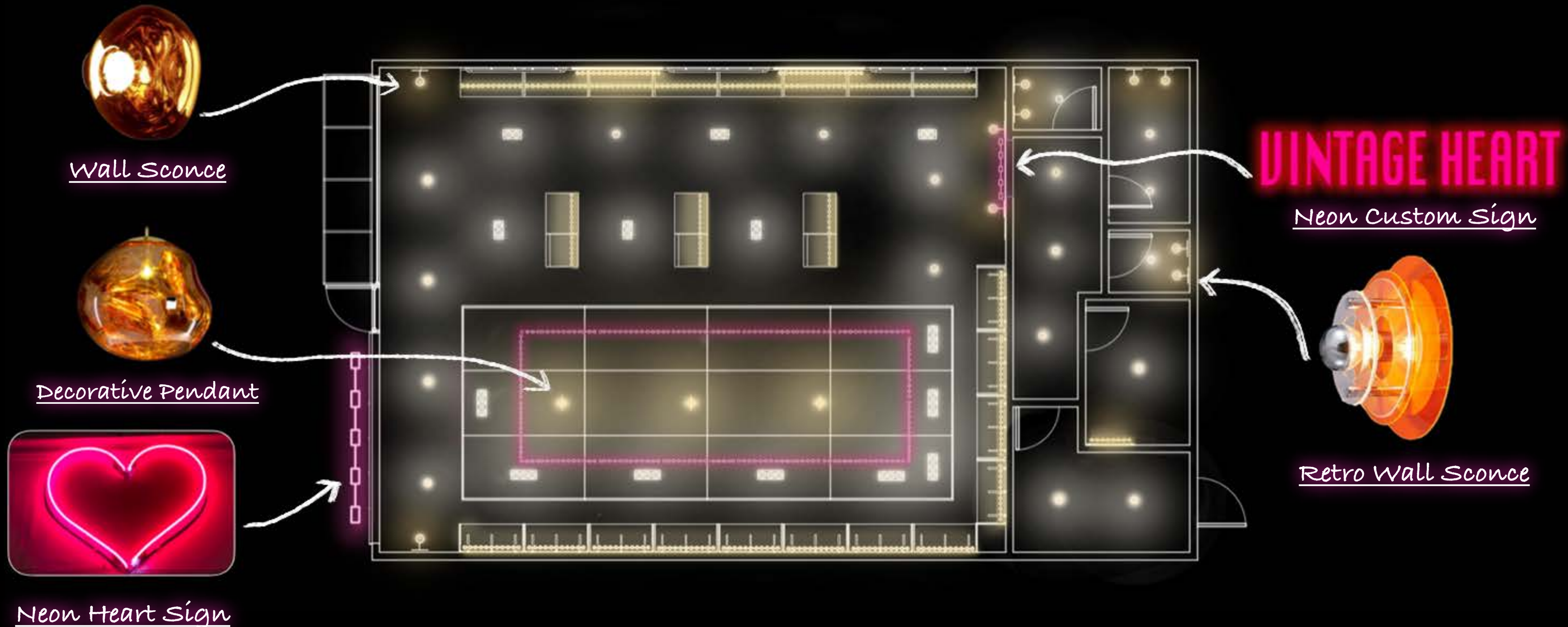
GLOW MAP - CALLOUTS



GLOW MAP

DECORATIVE FIXTURE TYPES

Wall sconces used to beautify the store and attract customers with eye-catching pendants and neon signs.



GLOW MAP

LINEAR FIXTURE TYPES

Linear light added to highlight the merchandise and around the mirrors to add a gentle glow to the customer's face.



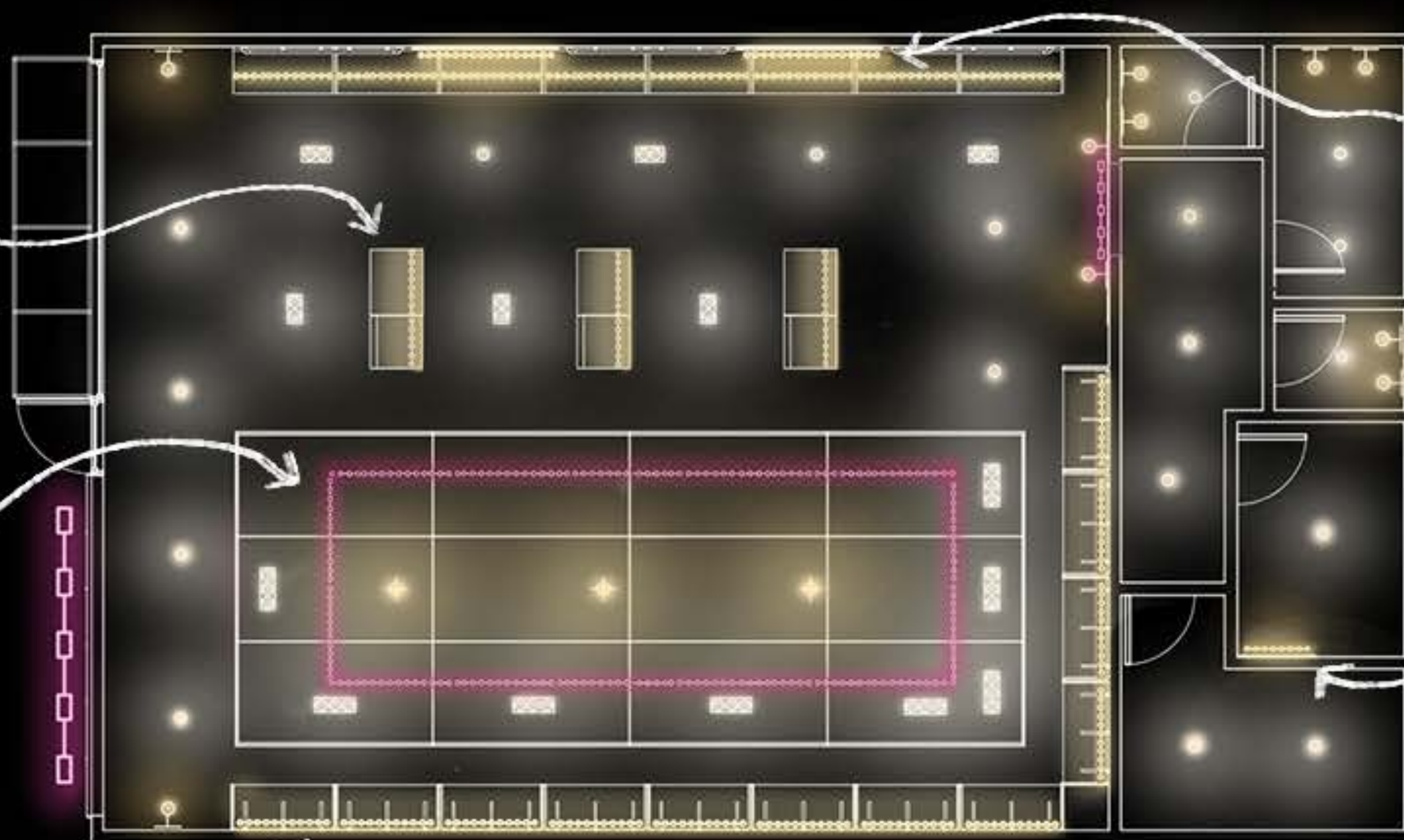
Linear Shelf Glow



Drop Cove Light



Wall Graze



Mirror Backlight Glow



Mirror Backlight Glow

RENDERINGS

SOUTH EAST CORNER - DAY LOOK



RENDERINGS

SOUTH EAST CORNER - EVENING LOOK



SHELF LIFE

History of the community of Los Angeles.

- ❖ Shadow box light art brings a pop of color to the shelves.
- ❖ Displaying snapshots of the fermentation district's history and culture using shadow box light art.

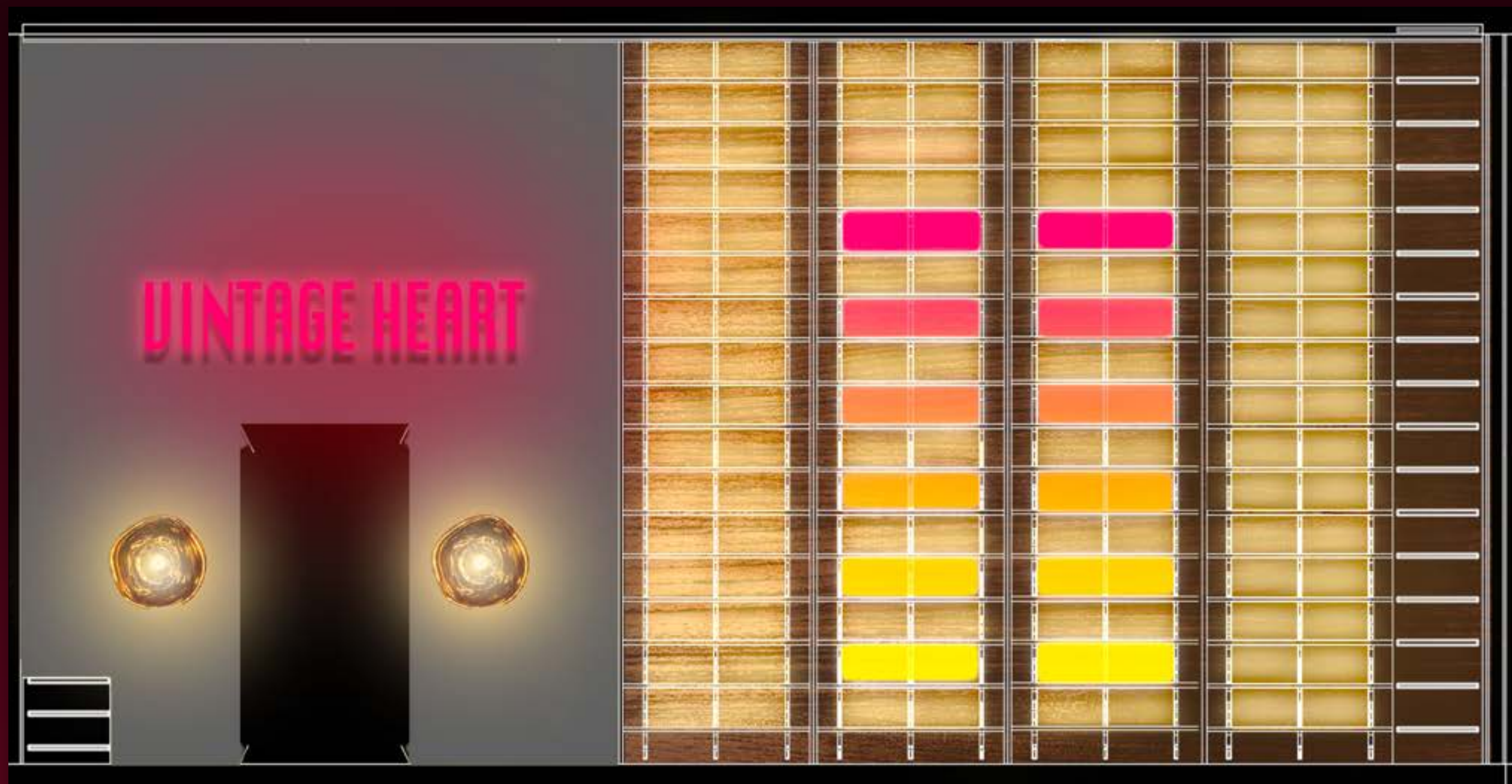
CUSTOM SHADOW BOX OF LOS ANGELES



EXAMPLES OF SHADOWBOX ART

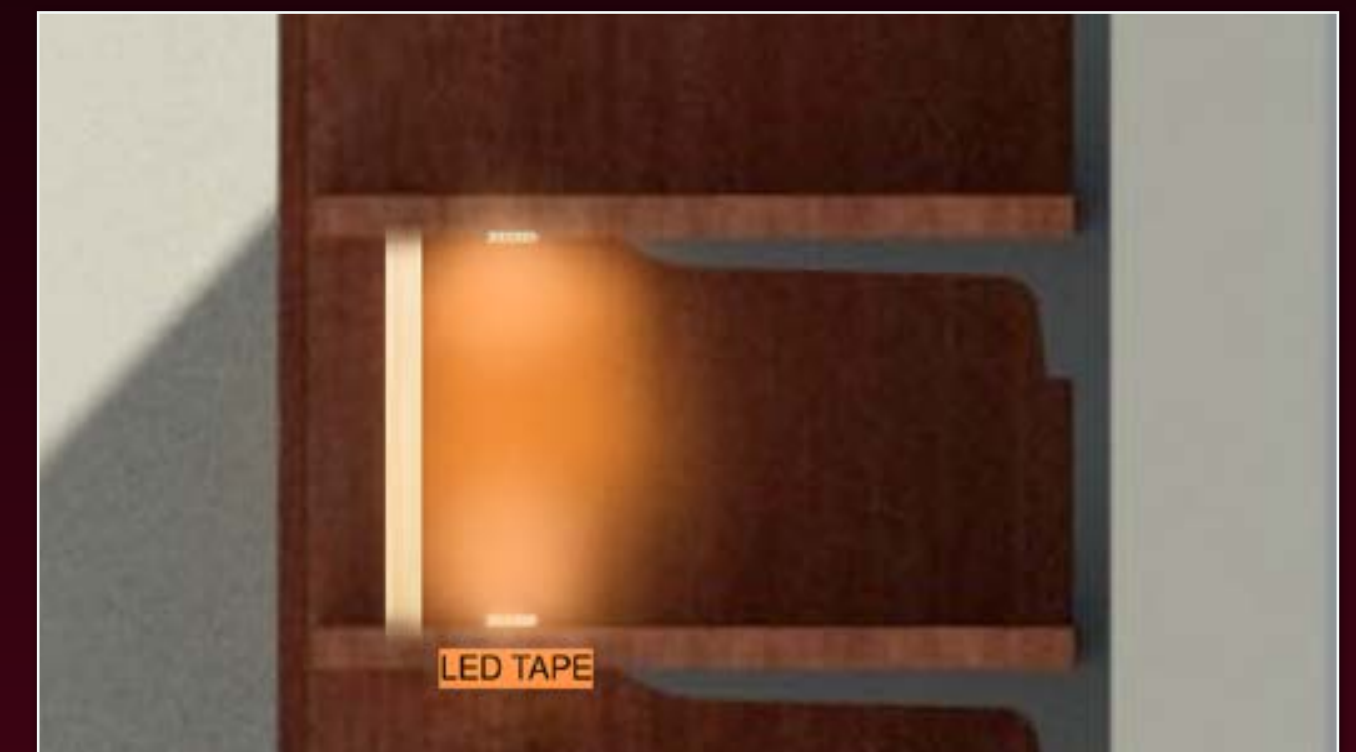


ELEVATED GLOW MAP



EAST WALL

Shadow Box Shelf Lighting



Merchandise Shelf Lighting



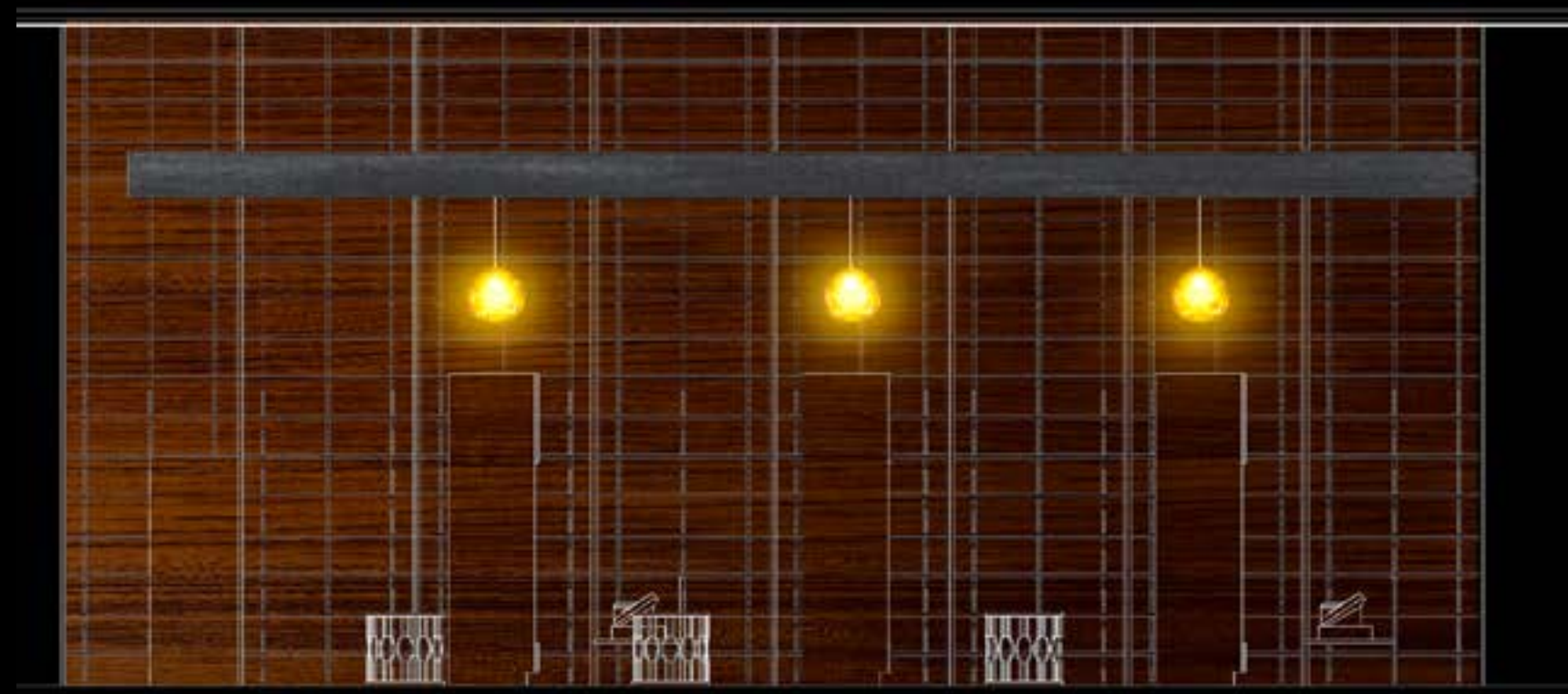
ELEVATED GLOW MAP



South Wall - Shelf Lighting



North Wall - Concealed Mirror Glow



South Wall - Pendant Play

FIXTURE PHOTOS

Millwork Lighting



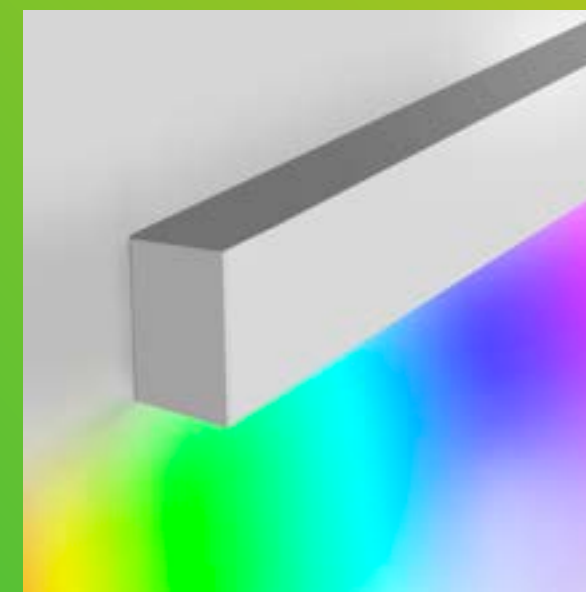
Wall Sconce



Pendant Fixture



Linear Lighting

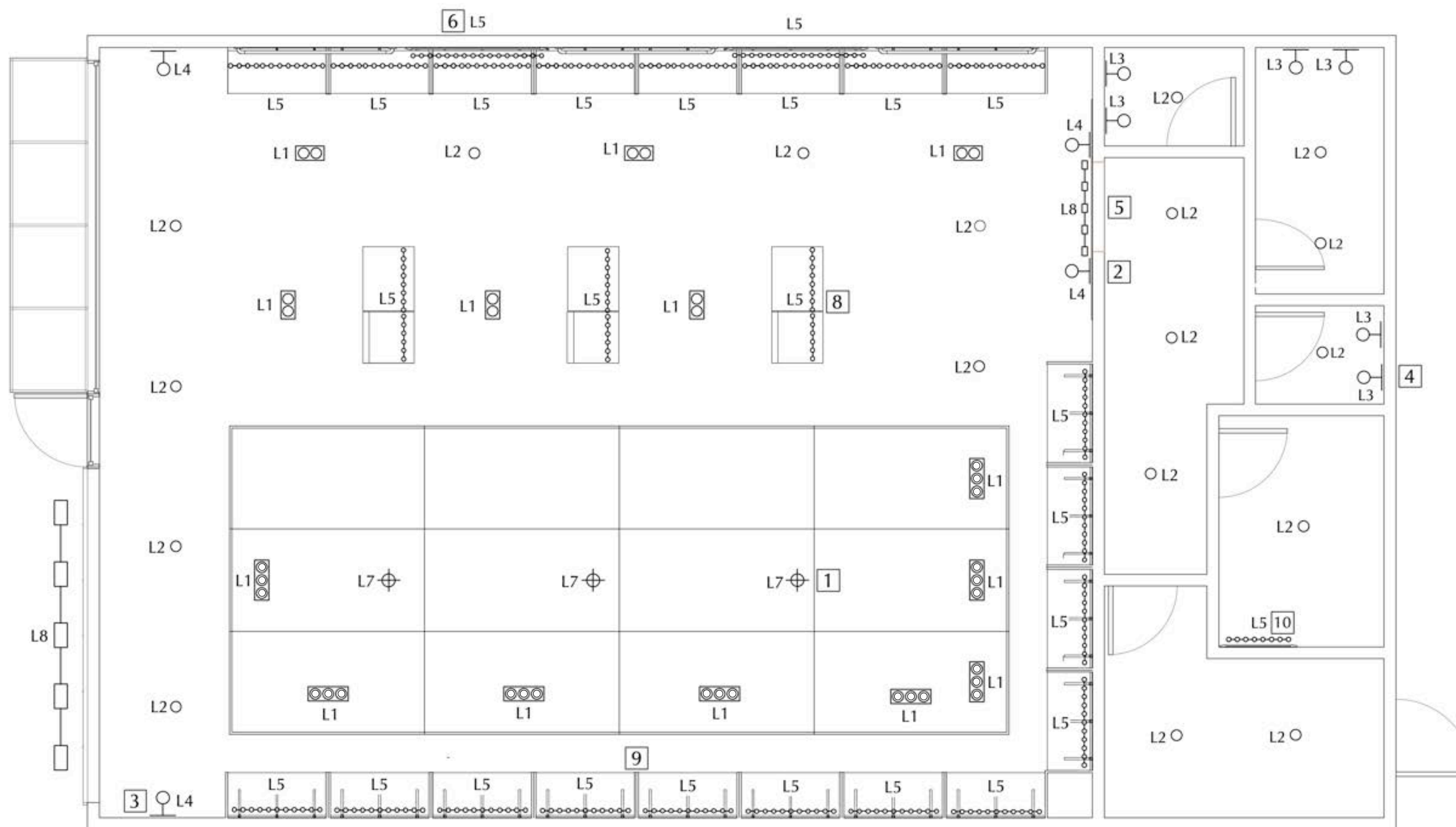


Custom Neon Store Sign

VINTAGE HEART



COMBINED RCP / GP



VINTAGE HEART CONTROL INTENT RCP/GP

FIXTURE TYPES

- L1 - Multiple Adjustable Downlight
- L2 - Single Adjustable Downlight
- L3 - Wall Sconce 1
- L4 - Wall Sconce 2
- L5 - Linear Strip Light 1
- L6 - Linear Strip Light 2
- L7 - Decorative Pendant
- L8 - Neon Sign Special

FIXTURE KEY

- ⊕ Pendant
- Surface Mount Ceiling
- Surface Mount Fixture
- ○ ○ ○ ○ ○ Linear LED Strip
- □ □ □ □ Neon Sign Special
- ⊗ ⊗ Two Cell Multiple Downlight
- ⊗ ⊗ ⊗ Three Cell Multiple Downlight Recessed

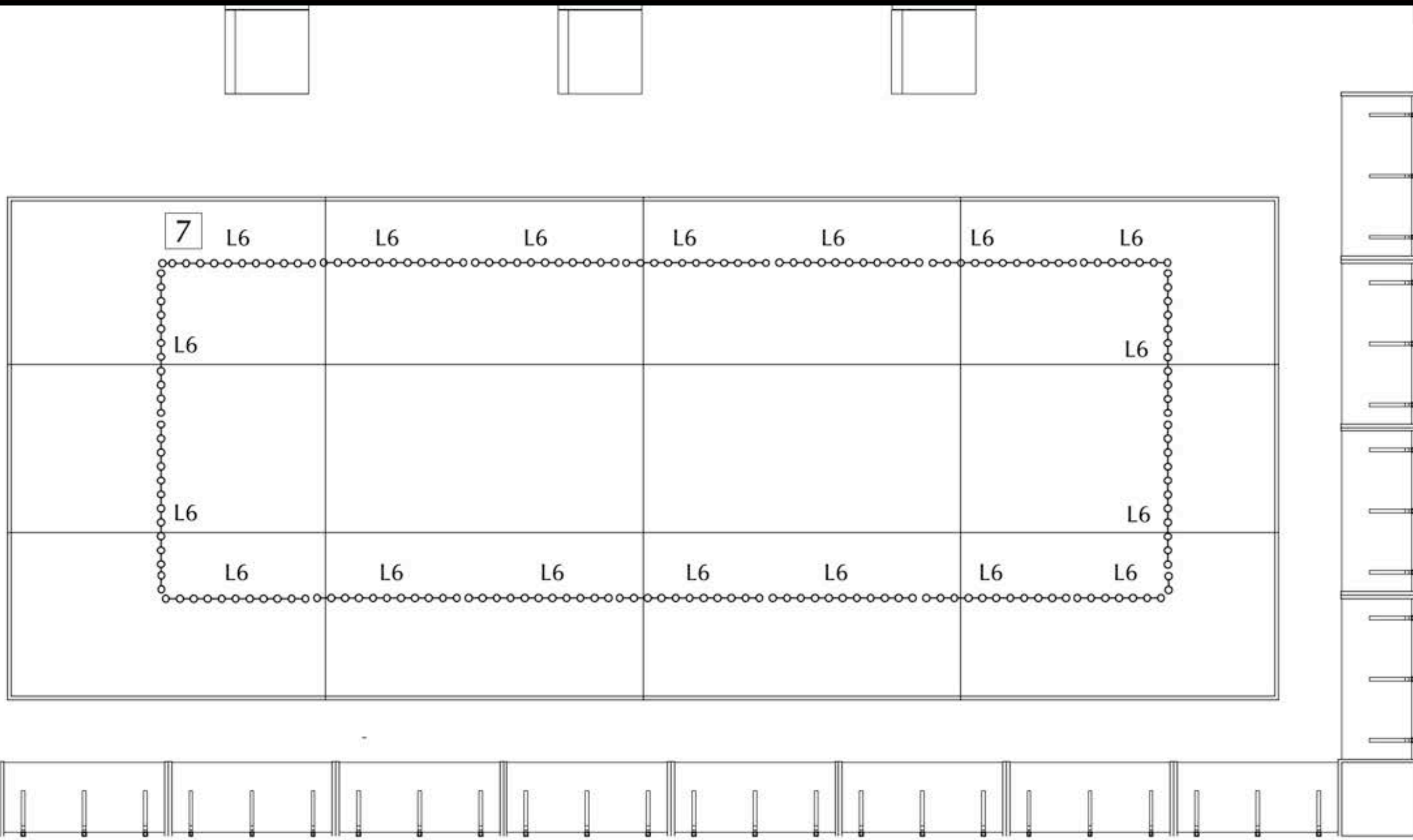
General Notes

1. FIXTURES NOT DRAWN TO SCALE. SYMBOLS INDICATE PLACEMENT
2. ALL FIXTURES TO BE INSTALLED IN ACCORDANCE WITH THE UL AND ALL LOCAL CODES
3. COORDINATE ALL FINAL LUMINAIRE LOCATIONS WITH ARCHITECT PRIOR TO ANY INSTALLATION WORK
4. LIGHTS SHOWN HERE MAY BE DUPLICATED ON ELECTRICAL DRAWINGS. DO NOT BID TWICE
5. TRANSFORMER LOCATIONS OF ALL LOW-VOLTAGE FIXTURES T.B.D.
6. THE LIGHTING PLAN ADDRESSES NORMAL POWER ARCHITECTURAL LIGHTING. CONTROL SYSTEMS TO BE PREPARED BY OTHERS CONTROL INTENT BY THE DESIGNER

Specific Notes

1. PENDANTS TRIM HEIGHT TO BE 1'-7" FROM DROP CEILING
2. FIXTURE TO BE WALL MOUNTED AT 4'-0" A.F.F.
3. FIXTURE TO BE WALL MOUNTED AT 5'-6" A.F.F.
4. FIXTURE TO BE WALL MOUNTED AT 4'-0" A.F.F.
5. FIXTURE TO BE WALL MOUNTED AT 6'-1" A.F.F.
6. LINEAR RIBBON TO BE WRAPPED & CONCEALED AROUND MIRROR ON ALL 4 SIDES.
7. LINEAR RIBBON TO BE MOUNTED ON TOP SIDE OF LOWERED CEILING PIECE, TO PROVIDE GLOW TO CEILING.
8. LINEAR RIBBON TO BE MOUNTED ON THE BOTTOM FACING UP ON EACH LEVEL OF THE SHELF, AS WELL AS IN THE GLASS CABINET.
9. LINEAR RIBBON TO BE MOUNTED ON THE BOTTOM FACING UP ON EACH LEVEL OF THE SHELF, BEHIND WOODEN FLAG.
10. LINEAR RIBBON TO BE WRAPPED & CONCEALED AROUND MIRROR ON ALL 4 SIDES.

RCP - DROP CEILING



VINTAGE HEART RCP - DROP CEILING

FIXTURE TYPES

- L1 - Multiple Adjustable Downlight
- L2 - Single Adjustable Downlight
- L3 - Wall Sconce 1
- L4 - Wall Sconce 2
- L5 - Linear Strip Light 1
- L6 - Linear Strip Light 2
- L7 - Decorative Pendant
- L8 - Neon Sign Special

FIXTURE KEY

- Pendant
- Surface Mount Ceiling
- Surface Mount Fixture
- Linear LED Strip
- Neon Sign Special
- Two Cell Multiple Downlight
- Three Cell Multiple Downlight Recessed

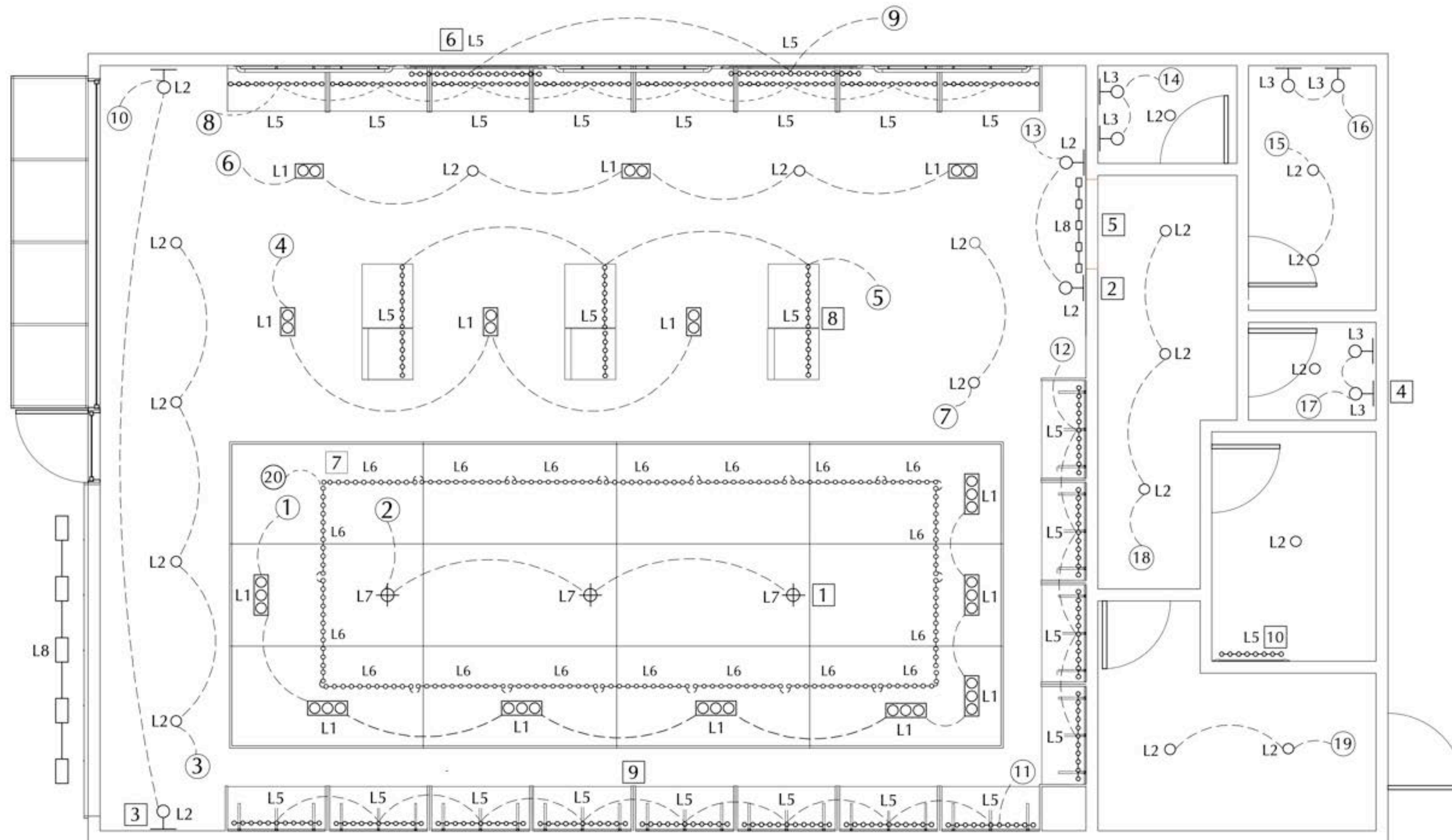
General Notes

1. FIXTURES NOT DRAWN TO SCALE. SYMBOLS INDICATE PLACEMENT
2. ALL FIXTURES TO BE INSTALLED IN ACCORDANCE WITH THE UL AND ALL LOCAL CODES
3. COORDINATE ALL FINAL LUMINAIRE LOCATIONS WITH ARCHITECT PRIOR TO ANY INSTALLATION WORK
4. LIGHTS SHOWN HERE MAY BE DUPLICATED ON ELECTRICAL DRAWINGS. DO NOT BID TWICE
5. TRANSFORMER LOCATIONS OF ALL LOW-VOLTAGE FIXTURES T.B.D.
6. THE LIGHTING PLAN ADDRESSES NORMAL POWER ARCHITECTURAL LIGHTING. CONTROL SYSTEMS TO BE PREPARED BY OTHERS CONTROL INTENT BY THE DESIGNER

Specific Notes

7. LINEAR RIBBON TO BE MOUNTED ON TOP SIDE OF LOWERED CEILING PIECE, TO PROVIDE GLOW TO CEILING.

CONTROL INTENT



VINTAGE HEART CONTROL INTENT RCP/GP

FIXTURE TYPES

- L1 - Multiple Adjustable Downlight
- L2 - Single Adjustable Downlight
- L3 - Wall Sconce 1
- L4 - Wall Sconce 2
- L5 - Linear Strip Light 1
- L6 - Linear Strip Light 2
- L7 - Decorative Pendant
- L8 - Neon Sign Special

FIXTURE KEY

- Pendant
- Surface Mount Ceiling
- Surface Mount Fixture
- Linear LED Strip
- Neon Sign Special
- Two Cell Multiple Downlight
- Three Cell Multiple Downlight Recessed

General Notes

1. FIXTURES NOT DRAWN TO SCALE. SYMBOLS INDICATE PLACEMENT
2. ALL FIXTURES TO BE INSTALLED IN ACCORDANCE WITH THE UL AND ALL LOCAL CODES
3. COORDINATE ALL FINAL LUMINAIRE LOCATIONS WITH ARCHITECT PRIOR TO ANY INSTALLATION WORK
4. LIGHTS SHOWN HERE MAY BE DUPLICATED ON ELECTRICAL DRAWINGS. DO NOT BID TWICE
5. TRANSFORMER LOCATIONS OF ALL LOW-VOLTAGE FIXTURES T.B.D.
6. THE LIGHTING PLAN ADDRESSES NORMAL POWER ARCHITECTURAL LIGHTING. CONTROL SYSTEMS TO BE PREPARED BY OTHERS CONTROL INTENT BY THE DESIGNER

Specific Notes

1. PENDANTS TRIM HEIGHT TO BE 1'-7" FROM DROP CEILING.
2. FIXTURE TO BE WALL MOUNTED AT 4'-0" A.F.F.
3. FIXTURE TO BE WALL MOUNTED AT 5'-4" A.F.F.
4. FIXTURE TO BE WALL MOUNTED AT 4'-0" A.F.F.
5. FIXTURE TO BE WALL MOUNTED AT 8'-1" A.F.F.
6. LINEAR RIBBON TO BE WRAPPED & CONCEALED AROUND MIRROR ON ALL 4 SIDES.
7. LINEAR RIBBON TO BE MOUNTED ON TOP SIDE OF COVERED CEILING PIECE, TO PROVIDE GLOW TO CEILING.
8. LINEAR RIBBON TO BE MOUNTED ON THE BOTTOM FACING UP ON EACH LEVEL OF THE SHELF, AS WELL AS IN THE GLASS CABINET.
9. LINEAR RIBBON TO BE MOUNTED ON THE BOTTOM FACING UP ON EACH LEVEL OF THE SHELF, BEHIND WOODEN FLAG.
10. LINEAR RIBBON TO BE WRAPPED & CONCEALED AROUND MIRROR ON ALL 4 SIDES.

CONTROL NARRATIVE

VINTAGE HEART

LIGHTING CONTROL NARRATIVE

SPRING ST, LOS ANGELES CA

JUNE 1ST, 2023

The plan for lighting control for Vintage Hearts main merchandise floor as well as dressing rooms and back stock area are described here.

The intent of the control system is to have a main central control station back of house in the stock room near the back door of the building, which will be able to take control of the entire system if needed, and as required by the California Title 24 Energy Code. This will also be the hub for any maintenance or changes to the individual stations and "Scenes."

All scene changes can happen automatically on an Astronomical Timeclock, or manually via the button station. All time changes can be slow, imperceptible.

SCENES

The main space will be able to have several "looks" to the overall lighting. These scenes will be programmed by Designer and Client, to create look and feel desired for each scheme.

Examples include:

MAIN SPACE

1. Daylight scheme -lights are bright, even lighting and matched for a feeling of wellness and beautifully highlighting the merchandise.
2. Early Evening scheme – lights are adjusted for more contrast with some areas being less bright and other areas with merchandise highlighted more. A theme that brings depth to the store highlighting the closing as well as drawing customers in. This scheme works best if turned on an hour before sunset to allow a smooth subtle shift to the space.
3. Night scheme – lights are adjusted to compensate for the loss of natural lighting with the overhead pendants shining in the space and millwork lighting showcasing merchandise, drawing customers in to explore and shop.
4. Event scheme – a vibrant look with color control from above the drop ceiling, a more comfortable and playful look for social vibes
5. All on or off.

DRESSING ROOMS

1. All Day scheme – lights will stay in a comfortable and flattering warm daylight tone to compliment all customers and make them feel beautiful as they try on products.
2. All on or off.

BATHROOM

1. All Day scheme – lights will remain in comfortable and flattering warm hue to highlight the space as well as softly light the faces of the customers.
2. All on or off.

STORAGE ROOM

1. All Day scheme – functional and supportive to see all products clearly.
2. All on or off.

ENTRANCE PATIO

1. Night scheme – Neon Sign should be turned on about an hour before sunset to gradually fade into the dark of the night.

LOCATION OF CONTROL BUTTON STATION

Main control panel will be only in the storage room as it will be easily accessible to works and not the public. All lightings scenes and control can be made from there.

SECURITY LIGHTING

To be on sensors as mandated by Title 24. Bright security lighting should be able to be turned off during events.

INTERIOR AND EXTERIOR MOTION AND BRIGHTNESS SENSORS

As per Title 24, lighting within a certain area of windows need to be on daylight brightness sensors, to control energy usage. Motion sensors will be required in the restrooms. Confer with Electrical Engineer about all sensors.

THANK YOU

