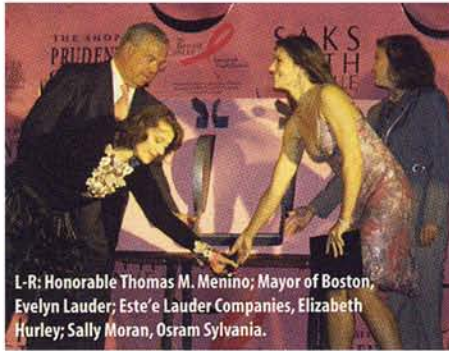


Prudential Tower is Pretty in Pink



L-R: Honorable Thomas M. Menino, Mayor of Boston, Evelyn Lauder, Estée Lauder Companies, Elizabeth Hurley, Sally Moran, Osram Sylvania.

BOSTON, MA—For just one night, Boston's famed Prudential Tower was illuminated in a brilliant wash of pink and magenta with the help of lighting designer Steven Rosen. The Oct. 6 event was part of the Estée Lauder Companies' campaign, the Breast Cancer Awareness 2005 pink illumination ceremony to support the Breast Cancer Research Foundation. Available Light of Salem, Mass., designed and staged the transformation of the famed steel-and-glass building.

Having lit the façade of the Prudential Tower with theatrical luminaires a number of times in recent years, Available Light knew that pink, the official color of the Breast Cancer Research Foundation, would be a real challenge. Not only was the building face constructed of glass, but what other little reflective structure that existed had an icy blue quality to it. The crew positioned nine Coemar Panorama Cyc Power fixtures at the base of the building, each outfitted with two Osram 4ArXS HSD® 575 W short arc lamps.

"Osram short arc lamps pack a solid wallop, which is exactly the firepower we needed!" said Steven Rosen, principal of Available Lighting. "We also wanted to add a certain excitement of the event. So we used computer-automated luminaires with on-board programmable color mixing systems to paint the building in a dynamic watercolor of pinks and magentas. We then located these luminaires in two discreet locations to achieve a huge visual impact for both the crowd at the base of the building and those looking on from distant views of this landmark structure," he added.

To ensure that the pink and magenta wash could be viewed from all over Boston, the team took over the rooftop of a building across the street from the tower and located six Vari-Lite® VL2500™ Spot luminaires with Osram HTI® 705W/SE lamps and six Vari-Lite VL3000™ Spot luminaires with Osram SharXS® HTI® 1200 W/D7/60 short arc lamps. The system was controlled by a Hog PC with wireless DMX.

Before a large crowd, Sally Moran, Osram Sylvania spokesperson, commented, "Tonight, the Prudential Center stands as a symbol of power and strength in the fight against breast cancer. We hope that the rosy glow of the building will be reflected throughout the world to help defeat breast cancer permanently."

