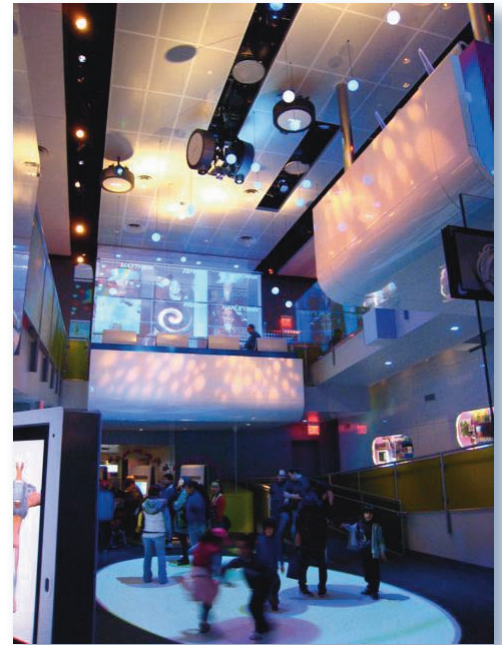


# Sony Wonder Technology Lab

New York City NY

**S**WTL is a dynamic, state-of-the-art facility that brings technology and creativity together to make learning experiential, entertaining, and fun. An immersive environment, lighting dynamics are in constant motion & flux, the facility is a celebration of the interaction of guests with technology. Visitors logging into their SWTL experience create a Digital Profile – their favorite color & music, their picture, and voice recording – that follows them throughout the exhibit. This Digital Profile is visually “transmitted” throughout the experience via a flowing stream of LED nodes. Guests follow their digital “stream” down a ramp and into the Lab.



Interactive interfaces allow users to generate content in real time, and the lighting system responds to them rather than being restricted to conventional lighting presets. Along their journey through the magical space,

visitors encounter interactive exhibits that explore topics ranging from Virtual Surgery to Nanotechnology and from an HDTV studio to robotics. A sophisticated lighting system managing thousands of channels for controlling LED nodes, automated moving lights, traditional spotlights, theatrical effects projectors, etc. seamlessly receives commands from the master AV control computer. The design of the lighting is tightly integrated into the structures contributing to an experience that is at once exciting and enlightening.



Exhibit Design: Lee H. Skolnick Architecture + Design Partnership  
Completed: 2008

This project was awarded a 2009  
IES Design Award • Northeast Regional Award.