

Genuity Network Operations & Customer Briefing Center

Woburn MA



The Network Operations Center (NOC) is the principle monitoring group for all Genuity services—one of the nation’s leading Network Services Providers. This 24/7 facility performs proactive operations support and troubleshooting of the network service infrastructure.

Contrast ratios, strategically delivered ambient and task lighting, and a dimming/control system within the NOC environment are all manipulated to allow for both maximum glare-free comfort and premium viewing conditions for literally thousands of square feet of streaming media information. Environmental lighting within the NOC is kinetic: slow color change sequences wash across the organic-shaped ceiling clouds. Lighting shifts, patterns, and frequencies are influenced by research done on Circadian Rhythm cycles to make this windowless space feel as physiologically welcome as possible. Personal and adjustable (both angle and intensity) task lighting is provided for worker comfort. Grazing light—custom recessed into

platform risers—washes across floors further reducing uncomfortable glare and visual noise while clearly defining circulation pathways and egress.

The Customer Briefing Center includes reception and gathering spaces, classrooms with teleconference capabilities, board rooms, catering stations, interactive exhibits that explore the mission of Genuity, and back of house support spaces. All public spaces have lighting and control systems that seamlessly integrate with A/V control systems for maximum user simplicity. Astronomical time

clock functions help monitor the spaces 24 hours a day.

Development of this corporate environment represents true state-of-the-art technology that carefully balances the application of technically sophisticated hardware with intuitive user interfaces.

This project was awarded a 2003 International Illumination Design Award.



Architect: Dimella-Shaffer
 Exhibit & Technology Delivery Designs: Krent/Paffett Associates
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