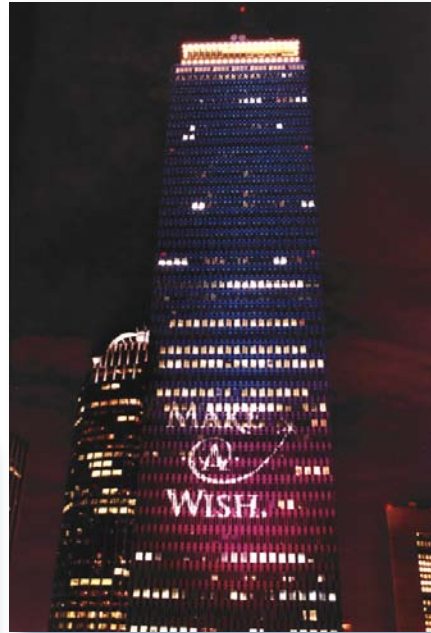


Stories of Light '01 & 02

Make-A-Wish Foundation • Boston MA

The Available Light Difference **Scale**

For its annual holiday fundraising event, dubbed “Stories of Light”, the Boston chapter of the Make-A-Wish Foundation took advantage of a monolithic connection: the Prudential Center and Tower in Boston’s Back Bay. The “special event” challenge was to visually enhance and celebrate the holiday season public fundraising campaign. Make-A-Wish turned to Available Light to help them develop both design concept and produce the final event.



High wattage, large format image projectors—outfitted computer-automated image scrolls—were located at our projection platform: the roof of a building across a busy city street. Imagery that scrolled laterally across the building facade included the Make-A-Wish and Stories of Light logos and other text messages. Additionally, to add a kinetic, colorful, and playful treatment to the entire north face of the tower a bank of automated color-changing luminaries were located at the base of the skyscraper. For two weeks, holiday revelers enjoyed a dynamic watercolor of light and the scrolling imagery projection, playing on the building for nighttime viewing.

Photos By: Barry Heatherington