



# Pretty in Pink:

## Available Light Covers Boston's Prudential Tower with Color for Breast Cancer Research

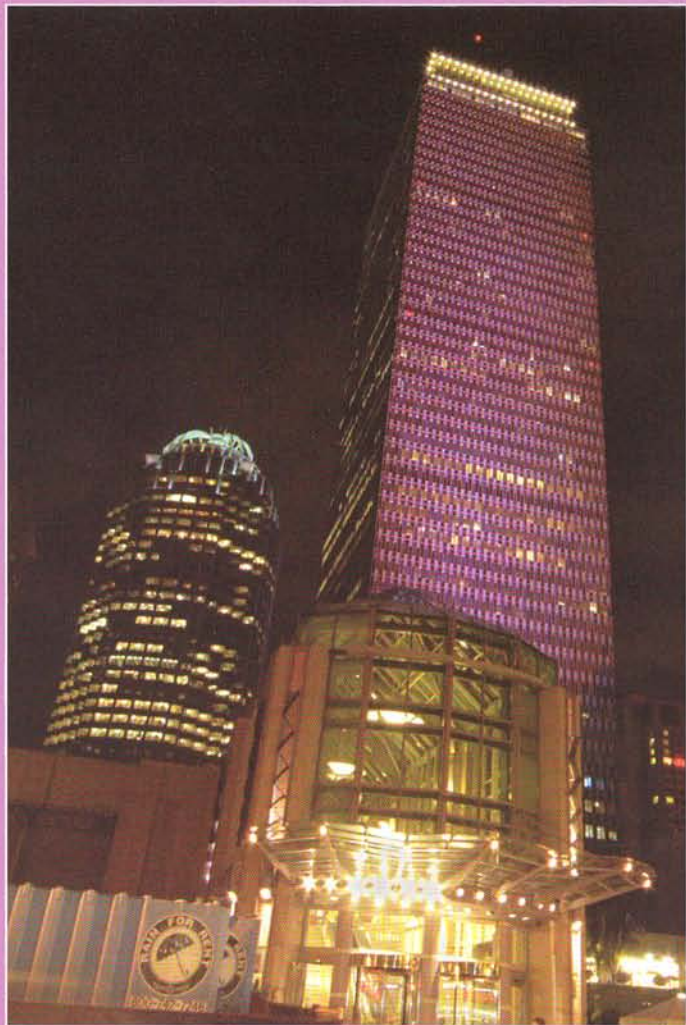
On October 6th, The Prudential Tower, one of Boston's most iconic buildings, was bathed in pink and magenta as part of the Estée Lauder Company's Breast Cancer Awareness 2005 program and to support the Breast Cancer Research Foundation. It was the work of lighting designer Steven Rosen and Bill Kadra, of Salem, Massachusetts-based Available Light.

Rosen and Kadra have lit the Prudential Tower several times before, for clients as diverse as the Make-a-Wish Foundation and the Boston Red Sox. "We've done all sorts of crazy things on that building," Rosen laughs, and, he adds, it was clear from the beginning that a pink wash would be a tall order. "The building's façade is probably 80% glass and the rest is an icy blue mullion" that sucks up warm light instead of reflecting it, he notes. Also, he says, "Most automated sources have something like a 5,000K color temperature, which is very blue. If someone asks you to light this building in a warm hue, the answer should be 'No,'" he chuckles.


The keys to making the project work, Rosen says, were "angle and color. We needed robust units with a lot of firepower." Thus, the team appropriated the rooftop of a building across the street and blasted the Prudential façade with six Vari\*Lite VL2500 Spot and six VL3000 Spot units. The former used the Osram HTI 705W/SE lamp and the latter used Osram's SharXS HTI 1,200W W/D7/60W short-arc lamp. "The VL3000 is so bright, you can actually project gobos from 600' away," says Rosen. He adds that the VL2500s are less effective from such a distance, but still played an important role in the overall look. The Vari-Lite units were located in a maintenance closet on the building's roof, mounted on a simple, goal-post arrangement. The Vari-Lite units, with their pattern capabilities, created a look consisting of bubbles rising up the building, to accent the structure's vertical nature. "We located the luminaires in 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 adds.

In addition, Rosen and Kadra placed nine Coemar Panorama CYC Power units at the base of the building. Each Panorama is fitted with two Osram 4ArXS HSD 575W short-arc lamps. All the lighting units were also fitted with high-gain antennas running wireless DMX. The entire lighting system was controlled on a High End Systems Hog PC system.

The presence of the Osram lamps helped create the necessary brightness to register a strongly visible pink on the structure. The lamps in the VL3000 feature a color temperature up to 7,500K and are designed to handle increased heat tolerance, up to 450° C (or 842° F) at the pinch seal, to withstand greater thermal stress than conventional types. The lamps, says Rosen, pack a solid wallop, which is exactly the firepower that we needed."



The lighting system was turned on by model Elizabeth Hurley and Boston Mayor Thomas M. Menino. (Hurley has said she won't rest until the Taj Mahal is lit in pink for this worthy cause!) At a related dinner held at Boston's Four Seasons restaurant, \$250,000

was raised for breast-cancer research. Commenting on the event, Sally Moran of Osram said, "We hope that the rosy glow of the building will be reflected throughout the world to help defeat breast cancer permanently." 

PHOTOS: COURTESY OF AVAILABLE LIGHT