

Sony Wonder Technology Laboratory:

New York City NY

Wonder of Imagination Gallery



Sony Wonder Technology Lab is an entertainment museum in midtown Manhattan. Visitors come to learn about technology and how Sony delivers a myriad of hardware and entertainment alternatives.

Our task: redo the Wonder of Imagination Gallery experience. Our goal: make hardware in-visible as possible while focusing on the ease of technology in motion. Conceived of as an extremely immersive environment the lighting dynamics are constantly in motion & flux. By dramatically lighting not only the exhibits but also public circulation spaces guests get the distinct feeling they are a critical force in the space.

Upon arrival, guests log-in to the system which allows

access to ongoing interactive encounters. Visitors learn a bit about playing an instrument and then jam with famous musicians as lighting conditions morph from “studio” to concert excitement. Guests can produce, edit, and preview their own movie. They are also surrounded by a multimedia environment that senses what the visitor is doing and change in reaction to those activities.



This project was awarded a 2005 International Illumination Design Award.

Exhibit Design: Lee H. Skolnick Architecture + Design Partnership
 Project Management: Big Show Construction
 Completed: 2003