

HIVE

LOCATION

New York, NY

DATE

Summer 2014

SECTOR

Fine Art

CASE STUDY : JEFF KOONS AT ROCKEFELLER CENTER

ABOUT THE PROJECT

In the Summer of 2014 the Whitney Museum launched a retrospective on the artist Jeff Koons. As part of this retrospective the Museum, working with the Gagosian Gallery and the Public Art Fund brought Koon's famous topiary sculpture "Split Rocker" to New York's iconic Rockefeller Center. Standing in the same spot reserved during the winter for the another icon, the Rockefeller Center Christmas tree, "Split Rocker" would be on display for the entire summer.

To ensure that visitors would have be able to fully appreciate the sculpture during day or night, the Artist, Museum and Rockefeller Center tasked New York Lighting Designer Bentley Meeker with lighting the 37ft tall sculpture. Forced to light from the buildings surrounding Rockefeller plaza Meeker gravitated towards Hive's technology. Plasma with its high output and full spectrum color would both be able to throw large amounts of light the 175ft required to reach the sculpture but also would have the color quality to capture the beauty of the 50,000 flowering plants covering the surface.

Beyond the artistic considerations, since the fixtures would be up through September, New York's Hurricane season, the reliability of Hive's plasma technology was key. With 30,000-hour bulb life and weather resistant electronics, the fixtures required no maintenance during the installation. Also by using 18 of Hive's Drone Leko Spots, instead of traditional incandescent theatrical spots the project required only 5,000 Watts of power instead of 19,000 Watts originally specified. This meant all the additional lighting could be powered from existing plugs already on the building.

EQUIPMENT

276 WATTS
4600-7000K CCT
10.000 HR BULB LIFE
FLICKER FREE

18
DRONE KITS



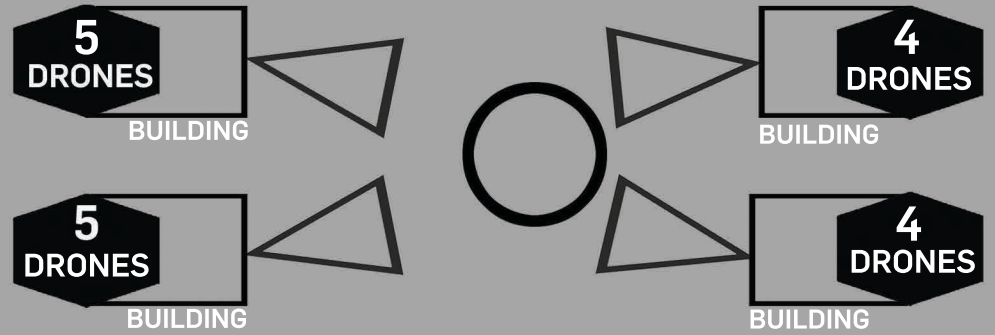
TOTAL
40.5 AMPS

“Hive's technical support and flexibility when working with a high end client at a sensitive location on a limited schedule was unparalleled. They were always available to trouble shoot and provide solutions to any challenges we faced.”

-JEFF LEDFORD Director of Operations
Bentley Meeker Lighting and Design



LIGHTING DIAGRAM ROCKEFELLER CENTER



“Plasma lighting is a technology that I believe in, as it is truly full spectrum... the toughest element of that project was covering the 175' throw distance with the appropriate amount of residual light at the front of the sculpture, ”
Hive's plasma source gave us the output we needed.

- BENTLEY MEEKER
Lighting Designer



HIVE

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