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SYMPHONY OF LIGHTS – LIGHT CORPORATE IDENTITY AND ADVERTISING IN THE ARCHITECTURAL CONTEXT

Summary

In each artistic discipline a view of the analyzed area and position occupied by the viewer varies because of different ways of experiencing a structure and space. Particularly complex issues relate to the border between the art and architecture, where perception depends on the degree of sensitivity and education of the viewer. While the passage of time transforms our perception of architectural works, the basic principles of composition, image perception, colour selection, lighting and quality standards of work completion remain unchanged. The paper introduces the reader to the world of light identification (or advertising) in the public spaces by presenting its history and examples of application. It has been observed that the proportions of promotion-related stimuli are inappropriate for the buildings, structures and landscape. All elements must form a cohesive unity and the global image should be built in proportion to the space occupied by the business to avoid underestimating the value of the cultural heritage in the favour of well-being of the individuals. I used the esthetic awareness and brand position criteria to select projects in the context of historical tenement houses of Vienna. None of the theoretical concepts can finally help to solve problems experienced by cities, but some could be used to bring more order in the cities and protection from light pollution.