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*In
The
News*

Case Study 01: Lighting Science Group Corporation

DNA completely rebranded Lighting Science, the pioneers in LED Lighting. The upgraded versions of the GoodDay®A19, GoodNight®A19, and Sleepy Baby®bulbs, along with the newly introduced GoodDay®T8 Linear and GoodDay®LBar™, have higher color rendering, and meet Energy Star standards for efficiency. In addition, they deliver enhanced biological effects such as increased productivity, performance and rejuvenation using proprietary spectrum technology. Lighting Science®, the global leader in human-centric lighting solutions, unveiled its enhanced line of biological LED products that deliver greater physiological impacts and improved energy efficiency. Lighting Science's team of experts, who first brought circadian lighting to the International Space Station, have been at the forefront of the science of sleep for 30 years. The upgraded versions of the GoodDay®A19, GoodNight®A19, and Sleepy Baby®bulbs, along with the newly introduced GoodDay®T8 Linear and GoodDay®LBar™, have higher color rendering, and meet Energy Star standards for efficiency. In addition, they deliver enhanced biological effects such as increased productivity, performance and rejuvenation using proprietary spectrum technology.



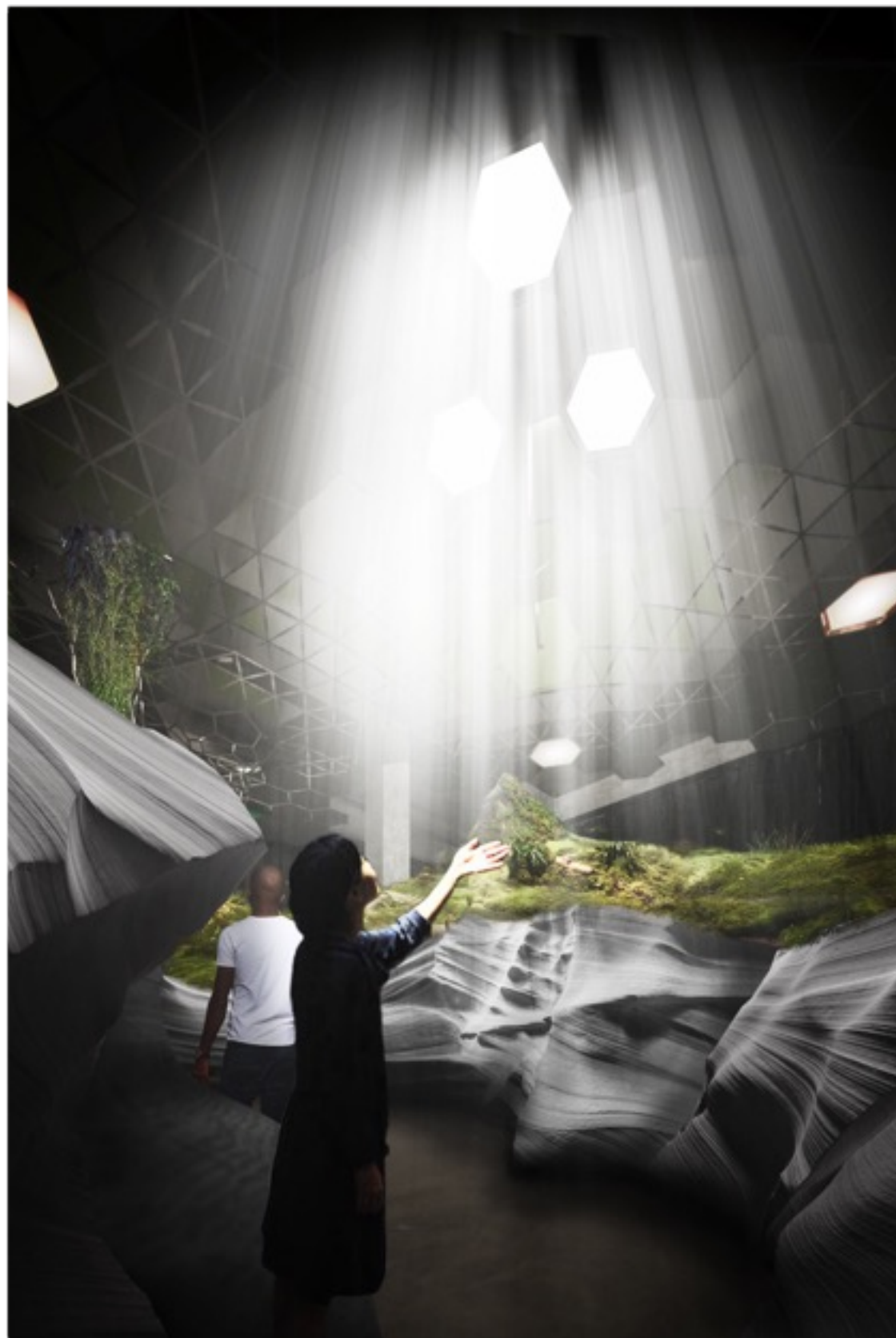




Case Study 02:The Lowline. The world's first underground park

DNA launched the Lowline in October 2015 and over the next year facilitated hundreds of interviews resulting in James Ramsey being one of the most celebrated architects of 2016 and a plethora of press including WSJ Magazine, WSJ, Cover of British Air Mag. Please enjoy some of the images from the space below.









Case Study 03:Julien De Schmedt's Built Unbuilt

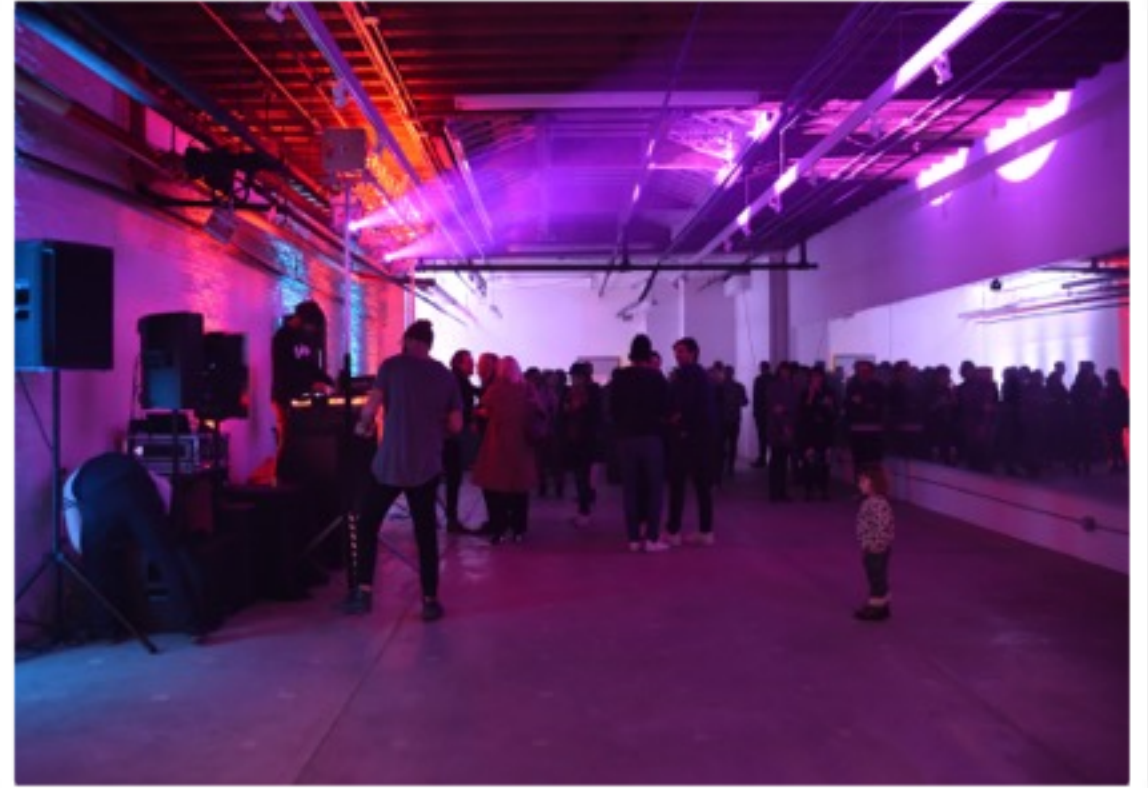
On December 14 DNA launched Built Unbuilt, a new book by architect Julien De Smedt and photographer Julien Lanoo in an immersive experience in Tribeca. The retrospective of the young architect's 16 year practice was brought to life through large scale photography, blown up to 1.5x thanks to never ending skills of Flavorpaper. Dozens of all images peppered the 10,000SF space to reveal 16 years of seminal work - from the inception of De Smedt's architectural practice PLOT with Bjarke Ingels in 2001, to the formation of the award-winning firm Julien De Smedt Architects (JDSA). The event was hosted in conjunction with Belgian design collective ERNEST.

The book takes a deep dive into De Smedt's best architectural projects including the newly completed Secret House in Brussels and progressive works like Maison Stephane Hessel in Lille, the Gateway in Hangzhou and the Holmenkollen Ski Jump in Oslo - which along with Wimbledon and the Wembley Arena, is the world's most visited sports facility. The book also showcases many of JDSA's coastal projects including Kalvebod Waves in Copenhagen, Seabath in Faaborg and The Iceberg in Aarhus which highlight a connection between community and nature. The event began with exceptional cocktails and fare by YJ Group, with a night of djs and dancing downstairs just in time for the meandering holiday crowds.

Many thanks to the sponsors including Delta Light, Renson, BDO, CFT, Canova, Cosentino, Duvel, and The Bennett. The book is available at Frame Publishers.









Case Study 04: AKA + The Real Deal

Andre Kioski has been making some major waves in NYC- With some beautiful work at 75 Kenmare, located on Manhattan's Lower East Side, This establishment is becoming one of the most architecturally interesting corridors in the five boroughs. Its first significant development dates back to 2006, when the developer Andre Balazs' curvy glass condo One Kenmare Square debuted. Since then, the short street that is Kenmare has become a magnet for trendy restaurants and boutiques.

The Bridgehampton concept home Architect Andre Kikoski has a vision for contemporary luxury: It's the joy of an experience in which every detail has been considered. He says it's in the way the light pours through the \$45 million spec house in Bridgehampton he designed for developer Jay Bialsky. Or it can be the feel of a stone-inlaid faucet handle at One Hudson Yards, the 32-story residential tower where he designed the interiors, including vast amenity spaces.

One Hudson Yards — at 530 West 30th Street, which sits just beyond the southern rim of this massive project — is one of the nearly complete buildings.



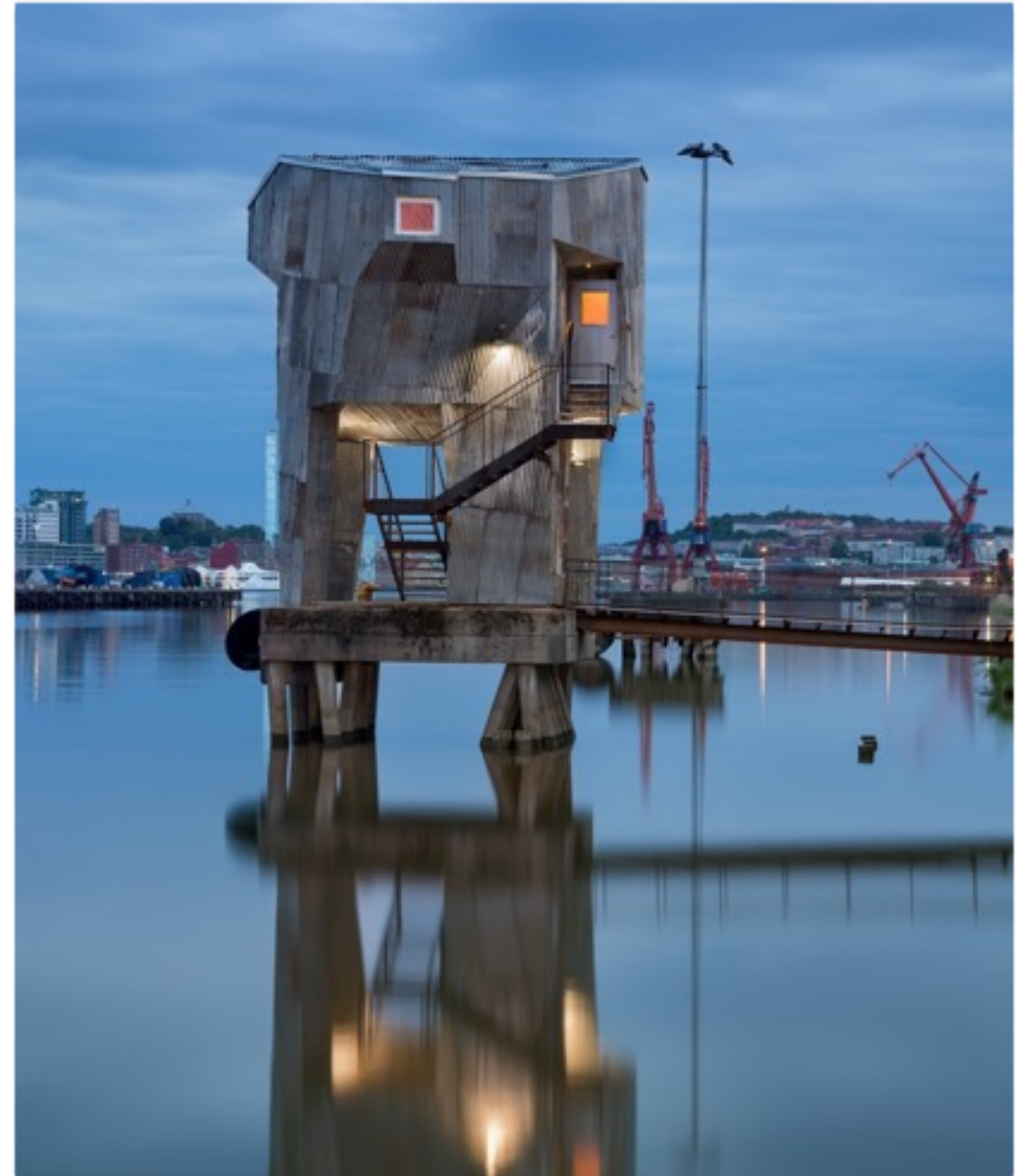




Case Study 05: Swedish design in NYC

When democratic norms get called into question, opportunities for public discourse become increasingly vital. That's why we're looking forward to Swedish Design Moves New York, a program running from October 24 to 28 that will feature installations, conversations, and other events focusing on the theme of democratic architecture.

Held in association with New York's seventh-annual, month-long Archtober festival, and hosted at the Van Alen Institute and the Center for Architecture, Swedish Design Moves will encourage a cross-cultural exchange of ideas between architects and designers from Sweden, the United States, and beyond.







Case Study 06: Pinwheels along the Park

Reddymade Architecture & Design founder Suchi Reddy's concept for The Connective Project, a pro bono effort commissioned by the Prospect Park Alliance and the creative agency Area4 for the park's 150th anniversary, appears in an early computer rendering. Photography courtesy of Reddymade Architecture & Design.



