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# URBAN HY BRI DI ZA TION 2018



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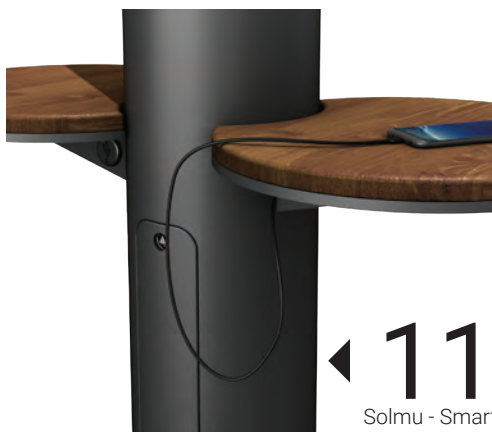
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# The Masks

Concept by Roger Narboni // Design by Antoine Golinvaux

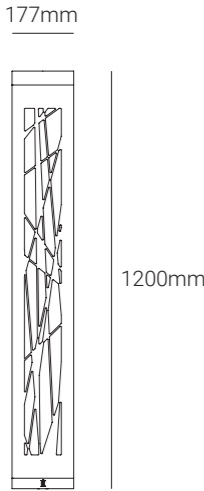
## Illuminated Masks

Designed to serve as an exclamation point in the urban space. This product was created to visually enhance the installation site both day and night.

Masks can be installed at various heights to create rhythm and uniformity in a public space. When illuminated the masks can serve as visual guides to aid in way finding as well a visual link between different urban developments.

**Description /**  
Extruded aluminium profile 6060T6 with laser cut pattern.  
2x Linear LED.  
Cast aluminium caps AISi7Mg.

**Application /**  
Masks can be installed on wood, steel, and aluminium columns as well as walls and facades.



**Personalization /**  
The dimension and design of the laser cut pattern can be customized to suit the identity of the installation site.

## Communication Masks

Communication masks are designed to be dressed with text, photographs, drawing, or graphics. These masks can be used to convey information regarding key elements of the installation site, or as advertisement surface.

**Description /**  
Extruded aluminium profile 6060T6.  
Cast aluminium caps AISi7Mg.

**Application /**  
Mast can be installed on wood, steel, and aluminium columns as well as walls and facades.

**Optional /**  
All mask can be fitted with a USB charging port to allow pedestrians to top up their mobile devices.

Cast aluminium caps AISi7Mg + USB Plug IP65.



**Personalization /**  
The design of the mask graphic can be customized to suit the installation site.

la Jalousie

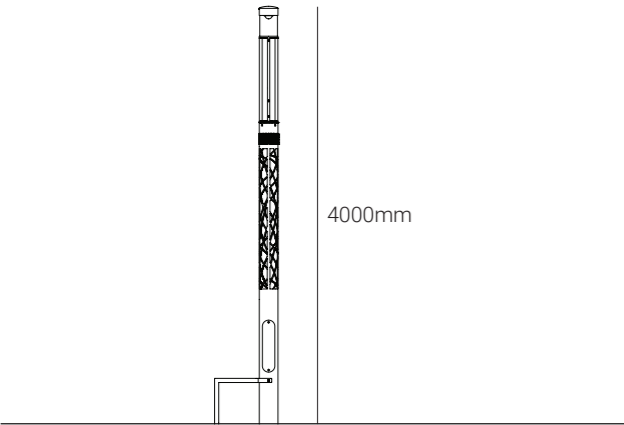
Design by Antoine Golinvaux

Illuminated Smart Column

A sculptural column that can be customized to match the aesthetic of the installation site. The column is internally lit and creates a powerful statement once the sun sets.

**Description /**  
Structural aluminium with laser perforation.  
Extruded aluminium profile with 4 technical rails.  
Eliss 2.0 + R90 for optimal installation and adjustment of lighting.  
Polyester powder coated finish.

**Application /**  
Jalousie can be installed in both indoor and outdoor environments. Ideal installation sites would include well traveled pedestrian areas such as the city centre, parks, or central markets.

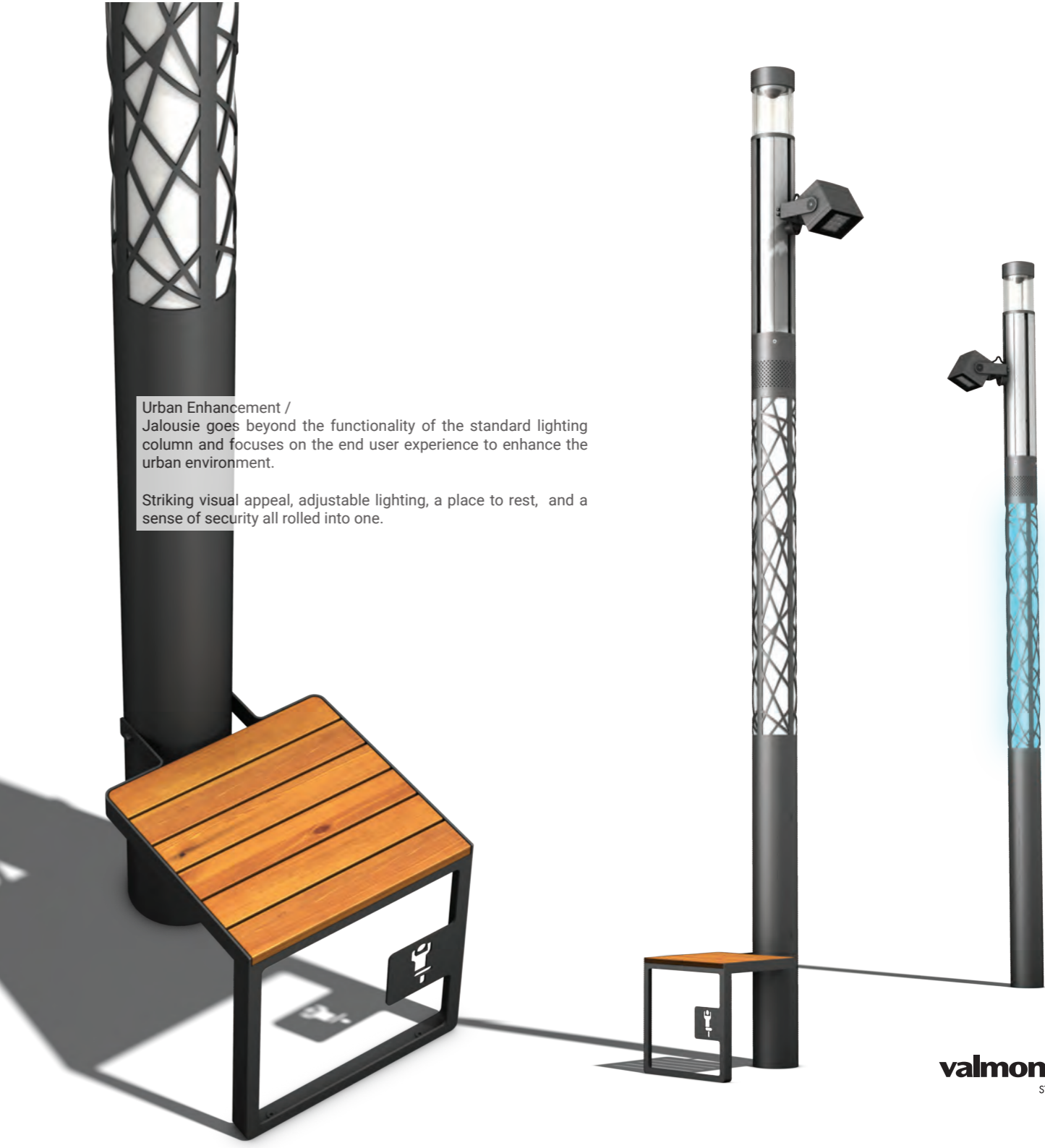


Urban Hybridization 2.0



**Urban Enhancement /**  
Jalousie goes beyond the functionality of the standard lighting column and focuses on the end user experience to enhance the urban environment.

Striking visual appeal, adjustable lighting, a place to rest, and a sense of security all rolled into one.



# The Mokša

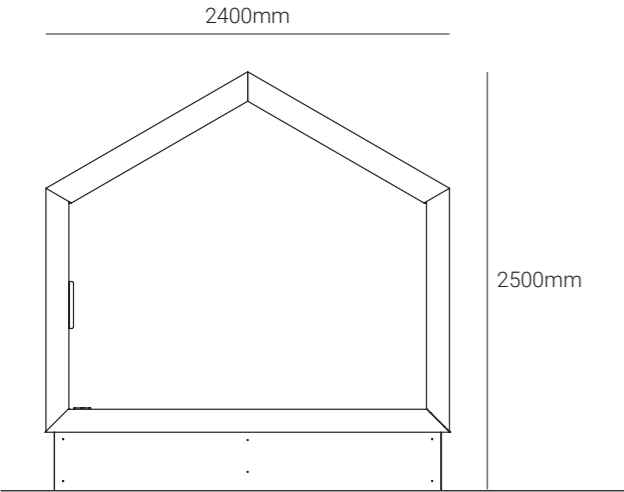
Design Suvi Saastamoinen, Simo Lahtinen, Mikko Rikala / Sitowise

## Interactive Shelter

Originally designed for public bright light treatment which may help in the fight against seasonal depression.

**Description /**  
Hot-Dip Galvanized steel structure.  
Weather treated wooden cladding.  
2x Custom-made acryl LED panels, Aicci.  
Push Button, C2Smartlight.

**Application /**  
The Mokša interactive shelter can be installed both indoors and out. The structure is suitable for locations such as airports, shopping malls, parks and city centres.



**Smart Light /**  
When not in use the Mokša emits a low level of ambient light which is 20% of its to output capacity. When a user sits down and presses the push button Mokša quickly ramps up to 100% power and bathes the user in light.



**Options /**  
Public charging via 220v socket, USB, and Qi-wireless charging.  
Mokša can also be fitted with solar panels.  
  
The wooden panels covering the Mokša can be finished in a wide range of standard colours.

# The Aureorean

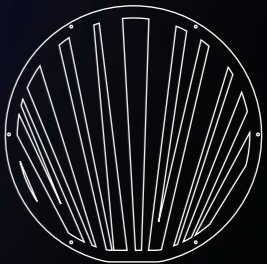
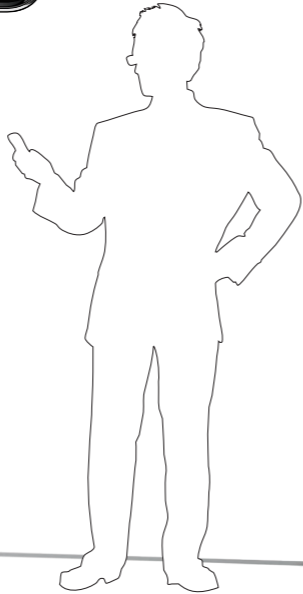
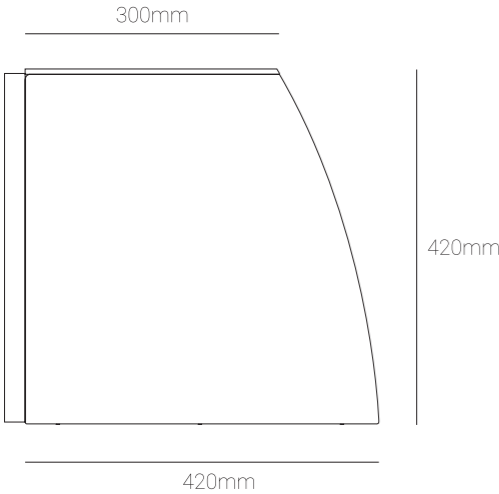
Concept by Roger Narboni // Design by Chris Waitzman //  
Technical Development by Lichtvormgevers

## Ambiance Light

Aureorean is an ambiance light designed to encourage interaction and stimulate social cohesion. Aureorean combines light, sound and vision and makes these three features accessible via wi-fi connection. Connecting your mobile device to the Aureorean allows you to create your own space within the urban environment.

**Description /**  
Light Unit in aluminium 6082 high strength alloy.  
Body in PAT4, icorene 3590 (premium UV and AO stabilisation).  
Graphics Panel in stainless steel 316L, 1,5mm, K320

**Application /**  
Aureorean can be installed both indoors and out on wood, steel, and aluminium columns as well as walls and facades.



**Personalization /**  
The stainless steel graphics panel at the base of the Aureorean is designed to project a series of patterns on the ground and surrounding objects. The position of the projections is directly related to the location of the light source inside the Aureorean.

The design of the graphics panel is customizable and can be tailored to fit the needs of the location. Choose from the standard range of panels or create your own!

# The Solmu-Smart Column

Design by Sami Huuskonen

## Smart Column

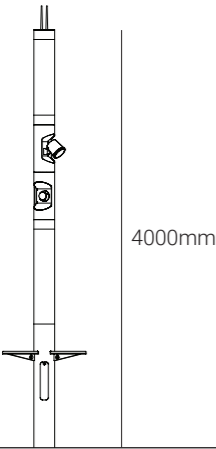
Valmont smart columns are designed to accommodate and integrate multi-functional systems into one modular package. Our modular design gives you a toolbox of options so you can create the right product for your project.

**Description /**  
Hot-Dip Galvanized steel  
PEFC-certified timber GL28h  
Available in cylindrical, square and rectangular profiles

Mobile USB charging, Qi-wireless charging, CCTV, Floodlight, Wifi Access Point, PV solar panel.

**Application /**  
Smart columns can be installed both indoors and out. The structure s are suitable for locations such as airports, shoping malls, parks and city centres.

For more information regarding this exciting product family contact your local Valmont representative!



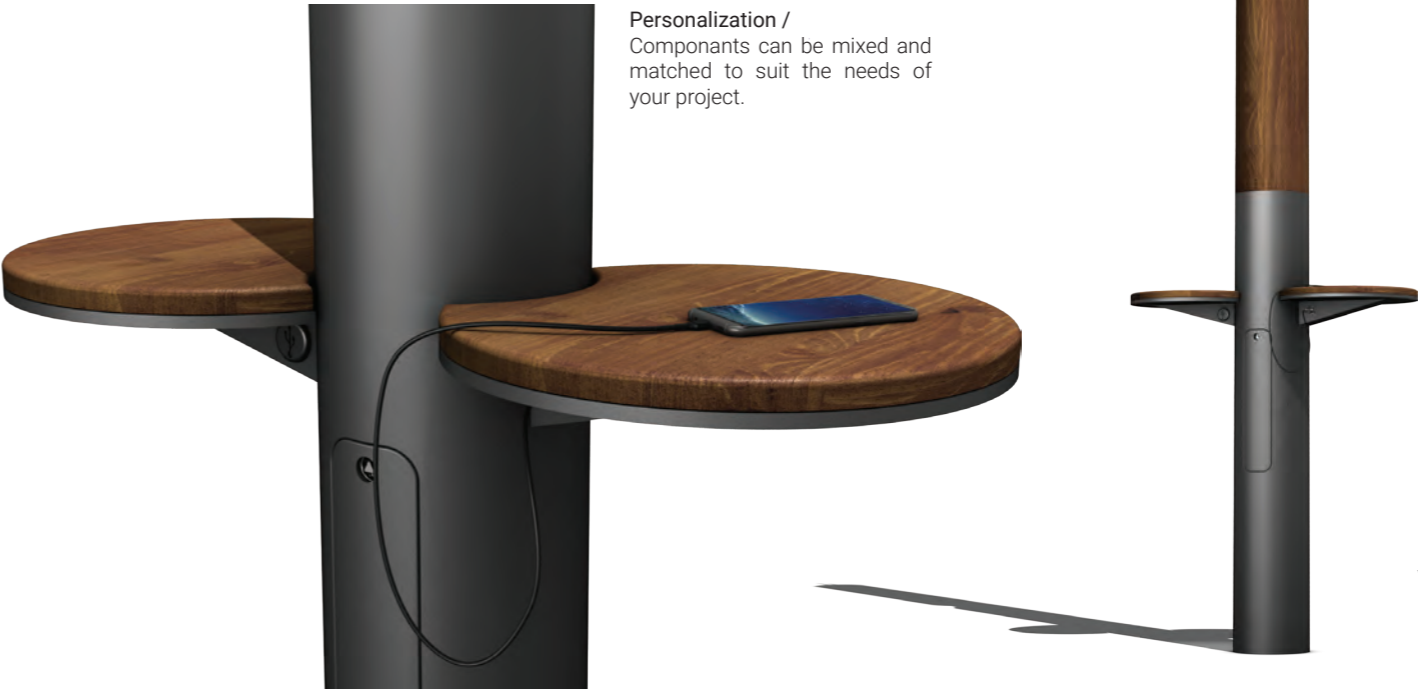
## Modularity by design...

No two cities are the same and needs vary from location to location. Valmont Smart Columns address this challenge through Modularity.

In addition to an array of lighting and connectivity options, our Smart Columns can also be fitted with many other features.

- ☒ Security Panic Button
- ☒ Audio
- ☒ Digital Signage
- ☒ Information Screens
- ☒ Environmental Sensors
- ☒ EV Charging
- ☒ Wi-Fi and 4G/5G base stations
- ☒ Solar Power

**Personalization /**  
Componants can be mixed and matched to suit the needs of your project.



The CycleTap

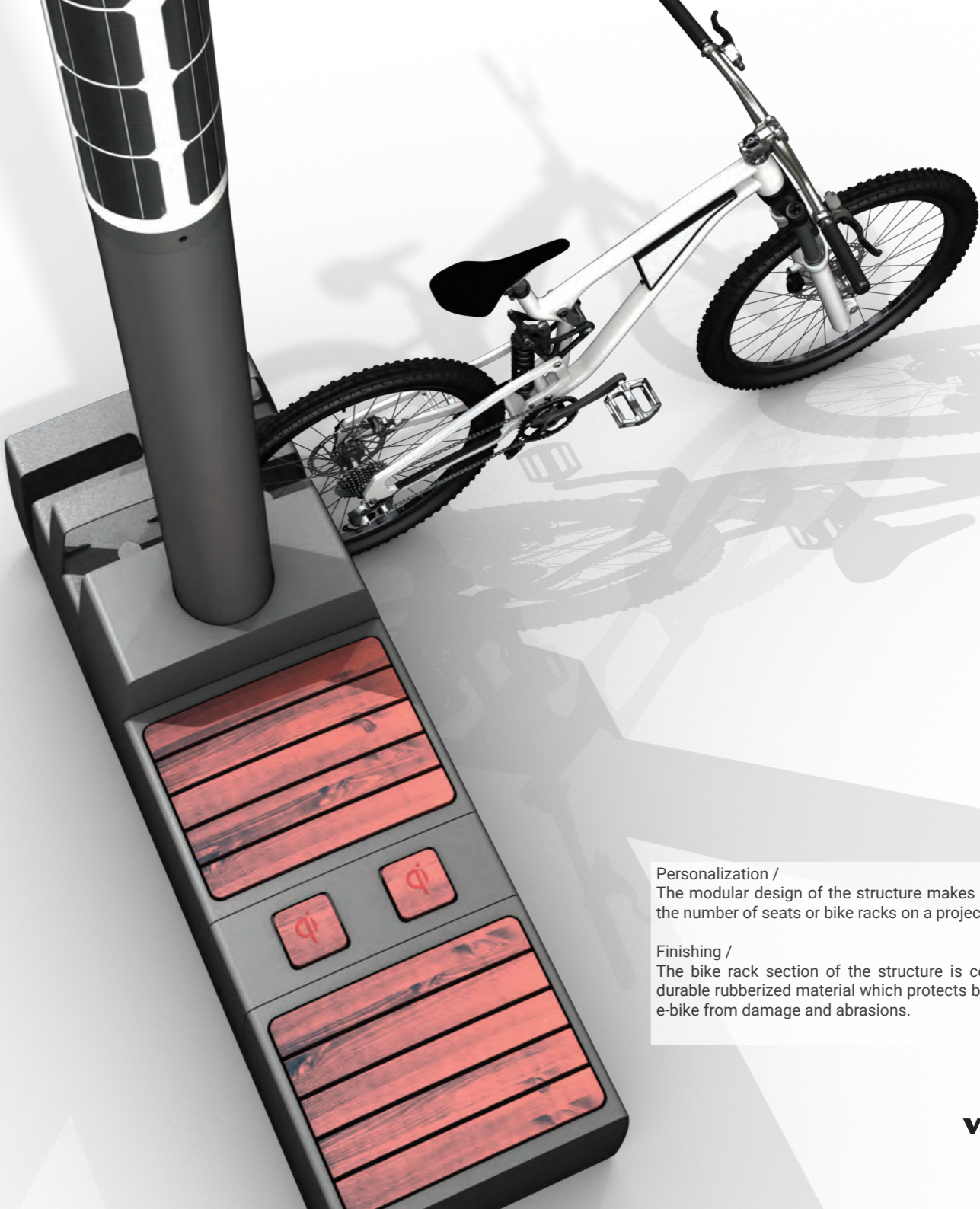
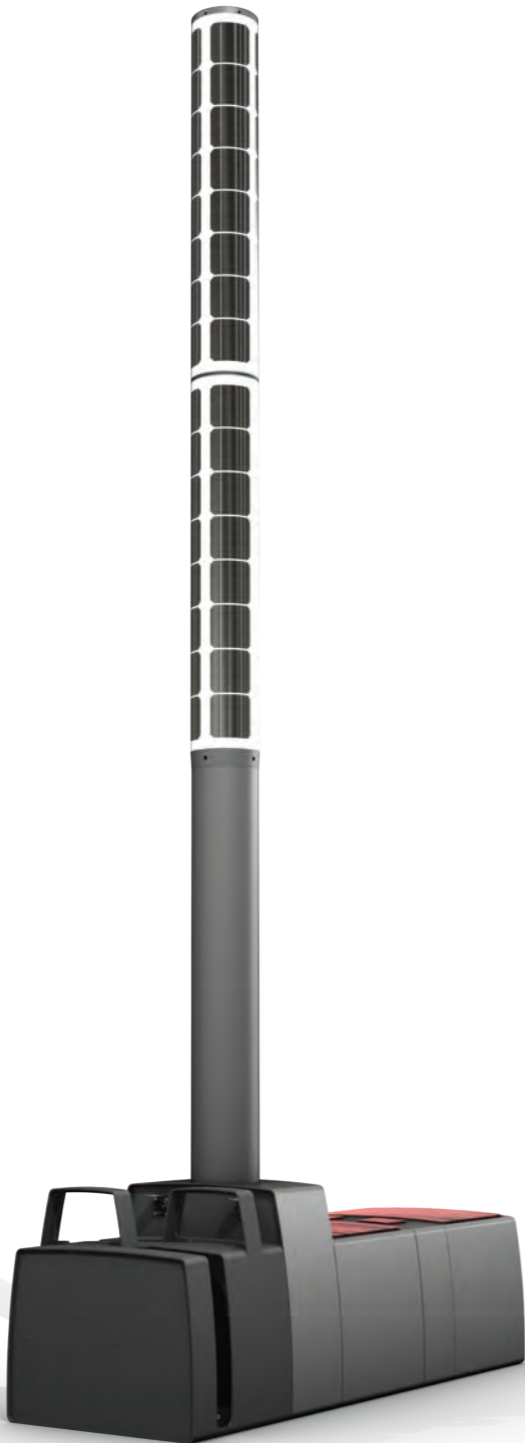
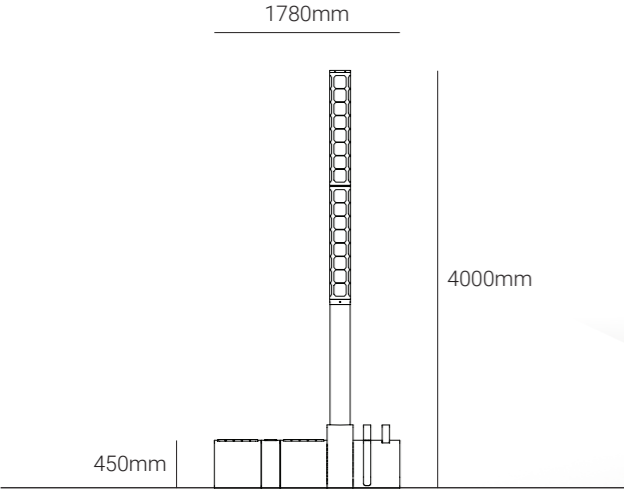
Design by Chris Waitzman

E-Bike Charging Station

This solar powered e-bike charging station offers a convenient place for cyclist to take a break and top up their batteries. The design includes a state of the art solar collectors, two bike stands, two electrical outlets, and wireless charging hot-spots for Qi enabled mobile devices.

**Description /**  
Bench and column in hot-dip galvanized steel.  
Seat in GL28h glue-laminated timber PEFC certified.  
Solar Modules by Flex Solutions.

**Application /**  
The charging station can be installed along a bike path, near parks and recreational, or in bike friendly urban areas.



**Personalization /**  
The modular design of the structure makes it possible to adjust the number of seats or bike racks on a project to project basis.

**Finishing /**  
The bike rack section of the structure is coated with an ultra-durable rubberized material which protects both the rack and the e-bike from damage and abrasions.

# The Zaha Bracket

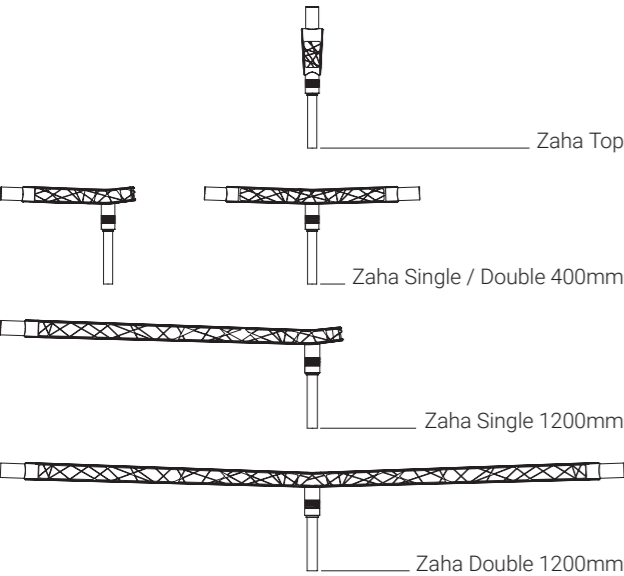
Design by Antoine Golinvaux

## Lantern Bracket

This range of lantern brackets is designed to impress both day and night. Zaha carefully balances timeless form with subtle decorative details. The resulting bracket will blend flawlessly into any environment.

**Description /**  
AlSi7Mg cast aluminum bracket range including post-top, single, double, and pedestrian variations. Single and double options are available with projections of 400mm or 1200mm. Lanterns can be mounted to the bracket via Ø60mm x 100mm spigot.

**Application /**  
Zaha brackets can be used in combination with steel, aluminium, and wooden columns.



**Personalization /**  
Zaha is available with an optional internal accent light.  
Colors: White | Amber | Blue | Pink.

Zaha is can also be fitted with a light weight, decorative banner.

The Celeste Bracket

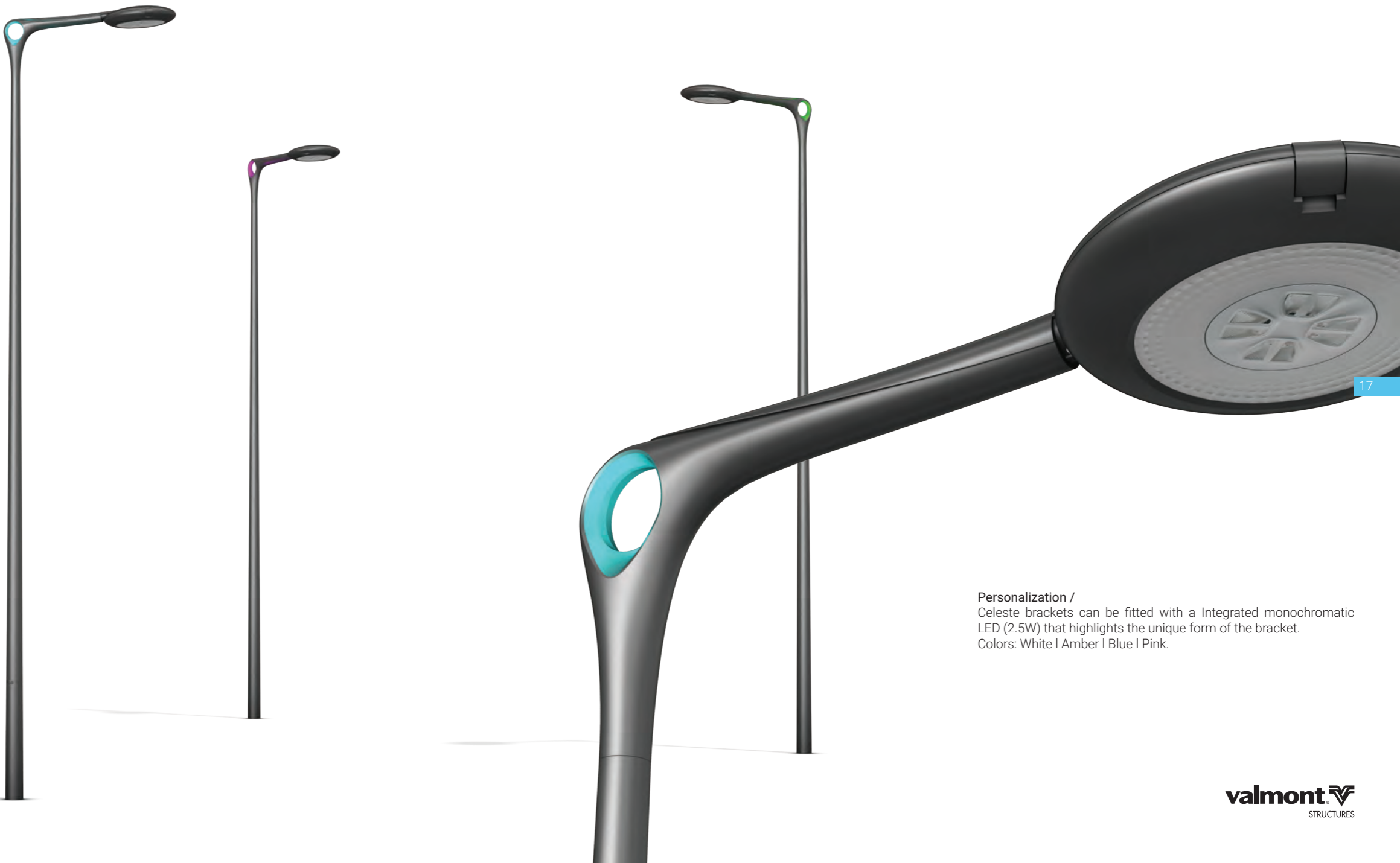
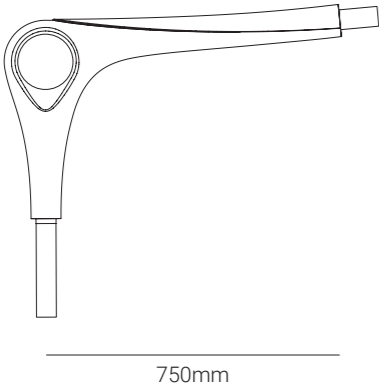
Design by Antoine Golinvaux

Lantern Bracket

A cast aluminium lantern bracket designed to create continuity between the column and the light source. During the daylight hours the Celeste bracket uses light and shadow to create an interesting silhouette. After the sun sets the bracket takes on another appearance thanks to its integrated LED accent.

**Description /**  
AlSi7Mg cast aluminum bracket with a projection of 750mm. Lanterns are mounted via Ø60mm L100mm spigot.

**Application /**  
The Celeste bracket can be used in combination with steel, aluminium, and wooden columns.



**Personalization /**  
Celeste brackets can be fitted with a Integrated monochromatic LED (2.5W) that highlights the unique form of the bracket.  
Colors: White | Amber | Blue | Pink.

# Hull Public Realm

Design by Arup

## Bespoke Lighting Columns

Large scale seamless columns custom modular cuboid brackets incorporating state of the art lighting products and control to create a landmark installation. The Arup driven design focusses on the flexibility of the solution to support exacting artist lead lighting requirement for the building facade, while maintaining appropriate area lighting for the public square. The resulting solution delivered a sleek and slender form that supports, yet doesn't compete with, the urban context of the 2017 UK City of Culture.

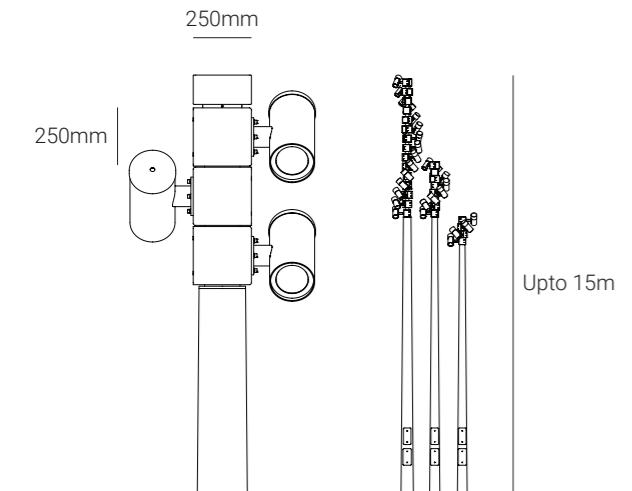
### Description /

Seamless conical columns at varying heights.

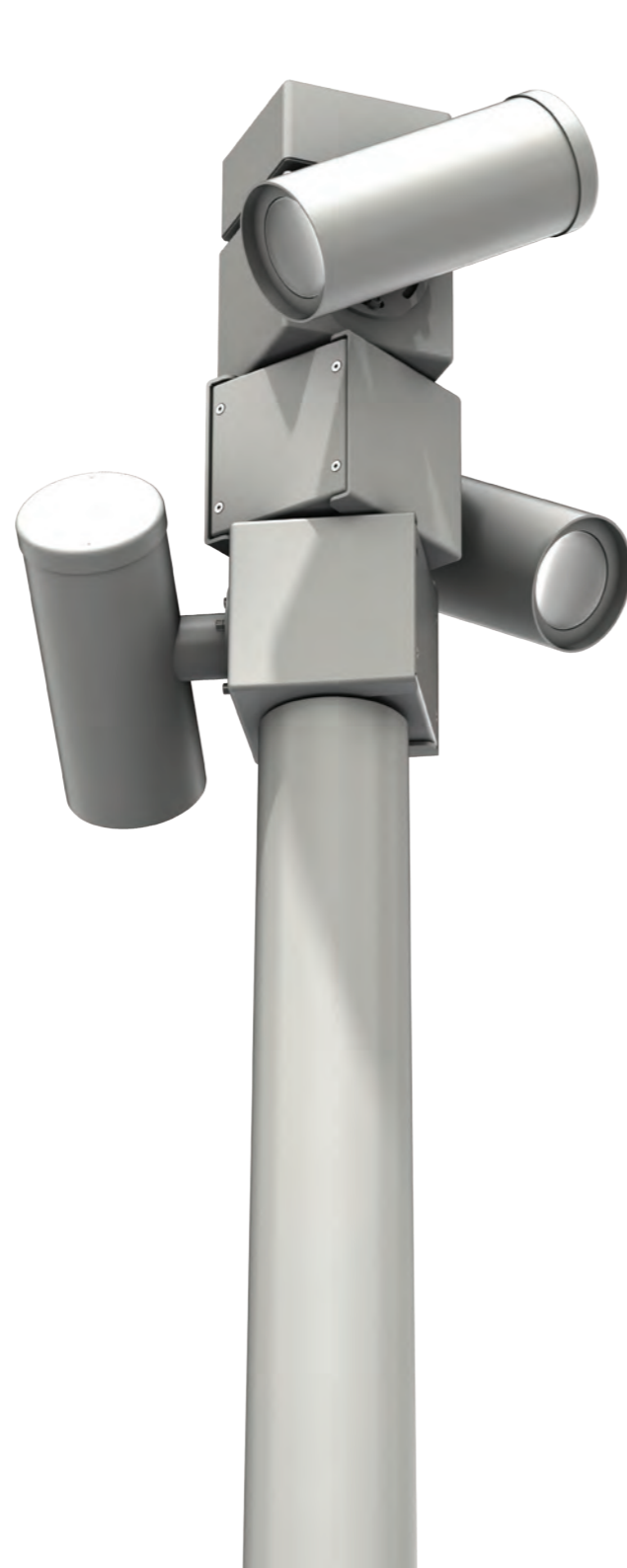
Modular bracketry designed to facilitate ultra flexible event lighting.

### Application /

Bespoke design by Arup



Urban Hybridization 2.0



# *The* Credits

## **Thanks /**

We would like to thank all of those who have participated in the design, development, and manufacture of the products seen in this book. Thank you!!

A special thanks to Antoine, Sami, and Chris.

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# Urban Hybridization

[ur-buh n] [hahy-bri-dey-shuh n]

A concept encouraging a new way to look at the treatment of urban spaces. Hybridization offers the opportunity to focus on new products and functionality to improve our urban environments.



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