



# Engage your audience in **A WORLD OF WONDER**

A Luminarium is a sculpture people enter to be moved  
to a sense of wonder at the beauty of light and colour.

Since 1992 over 3 million visitors in more than 40 countries  
across 5 continents have immersed themselves  
in the spectacular and luminous world of Architects of Air.

# Architects of Air

*"Luminarium meets a need in people, it offers a space somewhere between a womb and a cathedral"*





## A GREAT APPEAL

**A Luminarium is designed to bring about an encounter with the phenomenon of light.  
An encounter that is beautiful in its simplicity which can nevertheless be profound in its effect.**

Inspired by natural forms, geometric solids, Islamic and Gothic architecture, each new Luminarium is a labyrinth of winding paths and inspiring domes that are flooded in radiant colour, as daylight shines through the Luminarium's translucent fabric.

Once inside, visitors are immersed into a world of shifting subtle and saturated hues where they may wander, sit down, and lose themselves in sensory bliss – awakening the senses.

It is a paradox that such a stimulating environment can simultaneously be so calming, comforting and exciting, compelling many to rest, meander, or meditate.

The subtle soundscape created specifically for the Luminarium accompanies the visitors in the experience.

A Luminarium is a cocoon – described as somewhere between a womb and a cathedral, where the outside world can be forgotten and where you are transported into a whole other world of light.

*"It's more than fun. It's an experience we all need: contact with beauty, light, art. Like a return to the womb- soothing sounds as if underwater. Passageways we navigate together- better off for being here. Called to attention- beautiful patterns for pattern seeking sapiens. Mandalas in the sky. Glowing."*  
**Visitor in Rochester, USA**

## THE LUMINARIA ARE TRULY FOR EVERYONE

Rooted in a desire to create a transformative experience which is accessible for all levels of physical ability, Architects of Air remains a company which holds inclusivity at its core.

From humble community sites to high-profile cultural landmarks, for all publics, regardless of their age and culture, embracing accessibility and neurodiversity.

The Luminaria are designed to be the most accessible and inclusive of offerings.



# WHY HOST A LUMINARIUM?

Architects of Air is passionate and skilled in creating a safe and nurturing environment for whoever enters. And this means more than just designing and crafting a Luminarium's physical form.

Together with the host presenters, AoA works to ensure the best experience in all aspects of the planning and operations of the exhibition to ultimately create space for wonder, reflection, emotion, exploration and human connection



## The Broadest Appeal

A Luminarium is for everyone. Appreciated by all ages, all cultures, all abilities. A Luminarium is the most inclusive offering.

## A Powerful Magnet

The visibility of Architects of Air's Luminaria often makes them a centrepiece to a festival and a huge magnet to attract the public passing by.



## Great Media Coverage

The Luminaria are enormously photogenic, encouraging front-page press photos, an avalanche of online social media and TV coverage.

## Universality & Versatility

Luminaria have been exhibited above the Arctic Circle and in the desert, in daytime and at night, indoors and outside, in the heart of the city and on a mountainside.



## Professional Service

Architects of Air has built a solid reputation for reliability over 30 years of international touring whilst maintaining a 100% safety record.

## Strong Sponsor Appeal

Offering a wide range of possibilities for publicity and hospitality, a Luminarium can be a great platform for raising a sponsor's visibility.

*"Standing in line to go inside, I was struck by how many visitors took part in visiting the exhibition. It was one of the greatest examples of the arts reaching the everyday citizen I have ever seen."*

**Emily L. Spruill, Director of Cultural Affairs, Virginia Beach, USA**

*"The Luminaria are successful precisely because they have that Le Grand Meaulnes quality of transforming a place, making a magical event, then quietly disappearing".*

**Hugh Pearman, The Sunday Times**





# LUMINARIUM DESIGNS ON TOUR

The design of the Luminaria are inspired by natural forms, geometric solids, Islamic and Gothic architecture. Each new creation, hand built in Nottingham, is a maze of winding paths and inspiring domes and will typically occupy an area of 750-1000m<sup>2</sup>. The luminosity of colour inside comes from the light outside shining through the coloured membrane, daylight may be replaced with artificial lighting when presented after sunset or indoors. A Luminarium design integrates architectural functionality with an effort to achieve an ever more fitting frame to present the phenomenon of light.

Luminria must offer discovery, calm and a sense of wonder to the visitors.

Currently five Luminaria are touring: Myriad, Terceradix, Arborialis, Timisien and Daedalum.

*"I design Luminaria to bring about an encounter with light – an encounter beautiful in its simplicity that can be profound in its effect". Alan Parkinson*

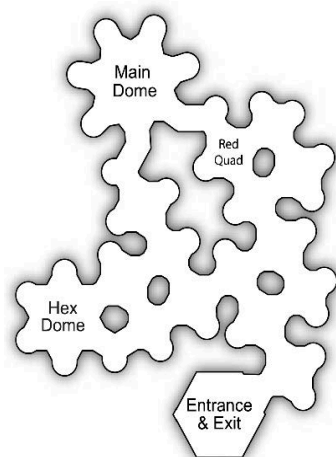


## TERCERADIX

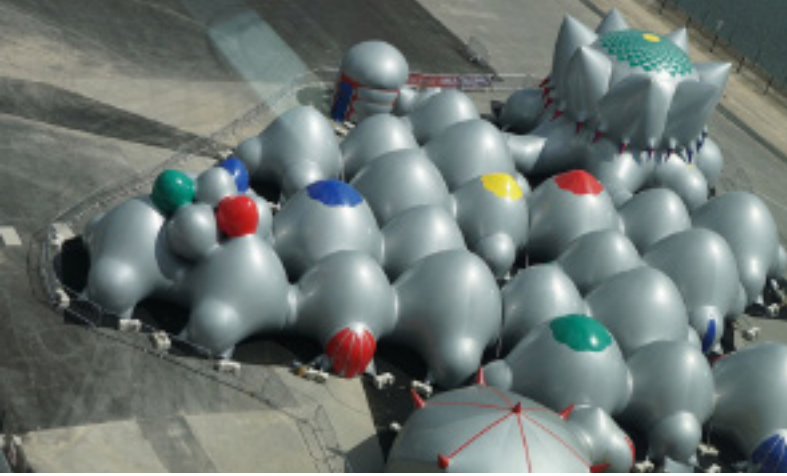
Full configuration: Length: 40.1m / 131.6ft - Width: 28m / 91.9ft

Celebrating 30 years of Architects of Air, 'Tercera' is derived from the Spanish 'third' and 'dix' from the French for 'ten'. Building on the lessons learnt from the finials of Timisien the large translucent 'light-catchers' atop Terceradix' domes shed a greater mix of colours below. For the visitor inside the dome beneath the light-catcher the effect is to experience a huge variety of hues, new colours hitherto unseen in a Luminarium.

Terceradix' labyrinth of Quadraxial domes is complemented by a capacious Main Dome whose ceiling carries a radial tracery emanating from a central 'sun' and two HexdDomes, one carrying an illuminated spiral tracery. Designed to be brighter and more colourful than its predecessors, Terceradix is more suited to night-time illumination.





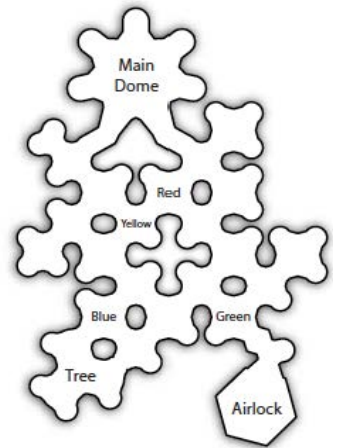


## DAEDALUM

Full configuration: Length: 46.7m / 153.2ft - Width: 31.9m / 104ft

Daedalum takes its name from Daedalus. In Greek mythology he was the father of Icarus and the architect of the labyrinth of King Minos of Crete. Daedalum's core element is a maze of 19 egg-shaped domes whose spatial arrangement creates mysterious sightlines.

Daedalum's Tree is an adventurous assembly of intersecting volumes rising above the visitor with inspiring complexity. The Main Dome features an innovative indirect illumination that varies the colour inside according to the dome's position and the sun's direction. The 600-piece pattern of the Main Dome ceiling was inspired by Rome's Pantheon and the Gustave Doré drawing of angels circling heavenward in Dante's paradise.

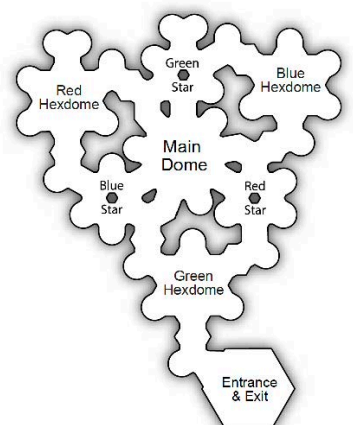


## MYRIAD

Full configuration: Length: 45m / 148ft - Width 28m / 92ft

Myriad takes its inspiration from the stars – the points of light that illuminate the night sky. Architects of Air's 32nd Luminarium creation carries a theme of 'light from above'. Covering an area of 900 square metres Myriad offers an intricate labyrinth of tunnels and domes. The outward aspect will have a unifying aesthetic of finials – the onion-like forms that surmount the dome-tops.

The finials are made of a translucent material in order to cast light and colour into the dome below. The dome is completely opaque and the upper half below the finial is constructed using a seam pattern of intersecting spirals. Where the spirals intersect will be found radiant points of light – the Myriad of stars.







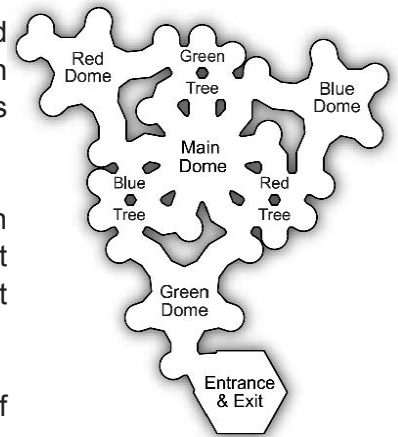
## ARBORIALIS

Full configuration: Length: 44.9m / 147.3ft - Width: 34.8m / 114.7ft

Arborialis has the natural world for inspiration. Immersion in an arboreal world of tree-like forms and abundant leaf motifs. Arborialis' aural experience is an immersion in a world of natural sounds that is a homage to the Celtic goddess Danu.

Arborialis is dedicated to the theme of 'trees' in terms of both forms and in graphic representation. It is designed to echo aspects of being lost in a forest – there are radiant canopies of leaves that stretch overhead, there are vibrant tree trunks rising from the ground beneath.

The visual world of Arborialis is enhanced by the natural and spiritual sounds of the 'Song of Danu' created by Irish composer Dr Michael Morris.



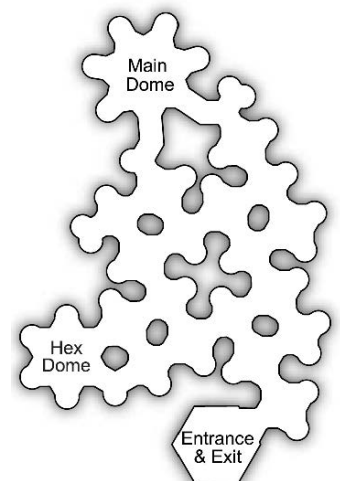
## TIMISIEN

Full configuration: Length: 47m / 154ft - Width: 30m / 97ft

Taking its name from the Romanian city of Timișoara, Timisien was created for the city's European Capital of Culture celebrations.

Timisien presents the innovation of multi-coloured 'skylights' atop the Quadradial domes. Casting light below, they provide a subtle play of indirect light on the surrounding surfaces.

18 of Timisien's 20 domes form a central labyrinth. The addition of two outer domes is to give visitors respite from their wandering in the maze. Stretching high over visitors' heads the expansive canopy of the monumental Main Dome features a rare heptagonal motif from Islamic traditional architecture. The smaller outer dome with its spiraling points of light is inspired by Gaudi's Casa Guell.







Luminaria are exhibited in a range of contexts: arts festivals, theatre festivals, science festivals and often as exhibits in their own right. Here follows a small selection of the 500+ exhibitions since 1992.

Australia	Sydney Opera House
Austria Vienna	Wiener Stadtfest
Belgium	Zomer van Antwerp
Brazil	Filo Festival, Londrina
Canada	Toronto Harborfront
Chile	Hecho en Casa
China	Lantern Festival, HK
Costa Rica	San José
Czech Rep.	Prague Castle
Denmark	Metropolis, Copenhagen
Dubai	Winter Festival
England	South Bank, London
Finland	Helsinki Festival
France	Le Quai, Angers
Germany	Laokoon Hamburg
Greece	Tinos Festival
Holland	Oerol Festival
Hungary	Sziget Festival
Ireland	Kilkenny Arts Festival
Israel	Mediathèque, Holon
Italy	Pennabilli Street Festival
Korea	Tancheon Arts Festival
Lithuania	Capital of Culture 2009
Mexico	Zapopum, Guadalajara
New Zealand	Auckland Festival
Norway	Bergen Intern'l Festival
Oman	Muscat Arts Festival
Poland	Non Stop, Wroclaw
Portugal	Centro Culturel Belem
Qatar	City of Joy, Doha
Romania	White Night, Bucharest
Russia	Kolomenskoe
Saudi Arabia	Tanween Ithra
Singapore	National Museum
Scotland	Edinburgh Fringe Festival
Slovenia	Exodos Festival, Ljubljana
Spain	Guggenheim, Bilbao
Sweden	Stockholm Water Festival
Taiwan	NTCH, Taipei
Switzerland	Fête de Genève, Geneva
U.S.A.	The Music Centre, LA
Venezuela	Festival de Los Artes
Wales	Cardiff Castle

Full list on <https://architects-of-air.com/tour-dates/>

## WHAT THE PRESENTERS SAY

*"Mirazozo was a huge success, possibly the most attended presentation ever at Sydney Opera House (we can't be sure) and certainly one of the projects we feel most proud of from our Summer season."* Jonathan Bielski, Head of Programming, Sydney Opera House.

*"A sanctuary of the senses in the middle of the Valencia - Levity II proved to be an unprecedented success with both media and the public."* Marivi Martin, Director, Festival VEO, Spain

*"Having you as part of our programming for Big Umbrella's weekend was a delight. We have collectively created memorable and unique experiences for audiences, and we've heard such wonderful feedback internally and externally."* Rebecca Podsednik, Director of Programming at Lincoln Center for the Performing Arts, New York, USA

*"Thank you for sharing this spectacular art structure with the world. The Museum staff, the Board members and general public was mesmerized by the experience. Art education being core to our mission, Amococo was the perfect platform for us to demonstrate the heart and soul of our existence."* Debi Gray, Executive Director, Contemporary Art Centre of Virginia

*"A really immersive, inspiring, spiritual and accessible space and a great way to engage a diverse range of local communities as well as attracting the passing tourist trade."* Maria Bota, Director, Salisbury International Arts Festival, UK

*"The first day was thrilling. We had 1438 visitors. Yesterday, despite wet weather we had over 1300 visits. We had good radio and television coverage and the front page of the Otago Daily Times – two magical photos and an enthusiastic story. Thank you so much for your creativity, your team and your co-operation in getting this unique exhibition to our Festival".* Nicholas McBryde, Director, Otago Festival of the Arts, New Zealand

*"The unique quality of the Luminarium is to bring a wholly different experience to an outdoor setting. I was surprised by the number of and variety of social and cultural groups of general public who visited the Luminarium. It was a great leveller of an experience."* Jon Hogan, Events Manager, Gloucester, UK

*"It really is something; a journey down the rabbit hole, a step into and alternate time/space, a place woven from the fabric of the unexpected. Utterly lovely to have the opportunity to share this."* Christopher Wangro, Programmer for the Lawn on D, Boston, USA.

# KEY EXHIBITION PLANNING ASPECTS



**Up to 2000 visitors in one day may visit the Luminarium, such large numbers requires good preparation. The below introduces the elements of a successful Luminarium exhibition, one where the visitor experience is the best it can be and where the presenter's investment is fully rewarded.**

**OPENING TIMES** – Opening hours average 6,9 or 12 hours per day with last admission 30 minutes before sunset. To welcome visitors after sunset the presenter will plan for artificial lighting.

**STAFFING** - The safe operation of the Luminarium is the responsibility of 2 Luminarium Managers from AoA. They work closely with the presenter's representative who coordinates 9 to 11 stewards. The Luminarium managers give training in the running of the Luminarium to the stewards, who must be mature, willing to do light physical work and, most importantly, communicate well with the public. A reliable, fit, enthusiastic team of stewards is key for a successful event.

**CAPACITY / ADMISSION** - For the visitor to have space and tranquillity to enjoy the Luminarium the capacity is limited to 80 visitors at any one time. Up to 200 visitors per hour can be expected when in full capacity. The admission fee is set and retained by the presenter. The average fee is around £6.00/ €7.00/ \$10.00/ for both adults and children, with infants 2 years and under admitted for free. The tickets can be sold on the door only, or on the door and via a pre-sale system. Once capacity is reached people may enter only as others exit so there is a continuous flow of visitors going in and out of the Luminarium.

**RECEPTION AREA** - Here visitors come to learn more about the event, where to queue, to buy their ticket and prepare to enter the Luminarium. AoA provides a reception tent equipped with shoe-racks for 80 pairs of shoes. The presenter will provide the furniture, the signage and the box office to inform and welcome the visitors in the best conditions.

**AUDIENCE** - The Luminaria appeal to the broadest public and is accessible to wheelchair users. To ensure it is enjoyed in peace by all ages, children under 16 have to be accompanied by an adult. Child-free and relaxed sessions, when programmed, have been appreciated but the Luminarium remains a valuable shared space of discovery. Audiences out of the mainstream, such as homes for the elderly and special needs institutions especially appreciate the inclusiveness of the Luminarium - presenters may consider reaching out to them when anticipating periods of low attendance.

**PERFORMANCES & WORKSHOPS** - Generally a Luminarium is enjoyed simply for the experience of the structure itself but at the presenter's instigation the Luminaria have sometimes been a wonderful setting for a large range of performances and workshops from music to dance, story telling, film projections, yoga classes, massage and more.

**EDUCATION** - A Luminarium offers a variety of ways to engage the attention and enthusiasm of the young audience. A Luminarium can be used during or after a visit as inspiration to explore a number of curriculum themes in Science, Art, Design, and Technology.





# KEY TECHNICAL ASPECTS

**All the Luminaria are modular and can be configured according to different site requirements. Each Luminarium is made of elements that are zipped together on site to typically occupy an area of 1000 m<sup>2</sup>. Setting up the Luminarium takes between 1 and 2 days depending on the complexity of the installation. Once installed, the Luminaria are inflated only during the hours of opening to the public and are deflated overnight.**

**CHOOSING THE SITE** - The ideal site may be chosen for its visibility, easy access for visitors, good drainage, smooth and level surface. To ensure the optimum installation of the structure a site visit is recommended but much can be done with Google Earth and photos. The Luminaria are all modular and AoA will suggest the best configuration to suit the presenter's requirements.

**WEATHER** - Rain is rarely a problem if the site drains well. Wind gusting over 35km/h requires a precautionary evacuation of the Luminarium. Luminaria are generally enjoyed in temperate weather but have been exhibited in cold weather down to -10°C and in warm weather up to 40°C. Successful operation in weather extremes requires appropriate technical support - air-conditioning or heating can be connected to the Luminarium blowers.

**SAFETY** - Each Luminarium has been evaluated by independent structural engineers and has its own comprehensive Safety Manual. Safety standards vary between countries so the presenter is advised to take whatever steps will ensure there are no unforeseen obstacles.

## THE PRESENTER WILL PROVIDE THE FOLLOWING TECHNICAL SUPPORT AND PROVISIONS:

- **Crew** : 8 fit and strong crew (ideally stage crew) are required for the get-in and get-out.
- **Security** : Continuous security is to be provided at all times when the Luminarium is on site but not in use.
- **Electricity** : Access to 32A, single phase, 240v, 50hz (for North America: 64A, 110V, 60Hz)
- **Barriers** : Up to 200 metres are required to surround the Luminarium and for crowd management.
- **Reception area furniture** : a table and chair for ticket sales/ visitor reception, 16 chairs to seat visitors taking off their shoes, and a waste bin.

## The following provisions will vary according to the exhibition:

- **Anchorage** : for a grass surface pins are supplied by AoA for implantation of 80 to 120 anchor points around the Luminarium. For a hard surface 14 to 19 tons of ballast, preferably in units of 20-40 kg will be provided.
- **Site surface** : if the grass provides good cover then no cover is required for events of short duration. Longer events may require a flooring to preserve the grass and the stability of the ground. A hard surface will require up to 1,400m<sup>2</sup> of flooring. The type of flooring is specified according to site surface and season.
- **Illumination** : A Luminarium's simplicity is in the beauty of natural light coming through the plastic but after sunset visitors may continue to enter when artificial lighting is set around the outside of the Luminarium. Alternatively the presenter may choose to light it inside as a giant lantern but in this case it is closed to the public.



## FINANCIAL ASPECTS

The duration of a Luminarium exhibition may range from 3 to 30 days. The AoA financial offer can be based on an average of either 6, 9, or 12 hours of opening per day.

The offer will be comprised of:

- The fee for the desired period of installation
- The cost to transport the luminarium
- The cost of travel and per-diems for the Architects of Air Luminarium Managers
- A specification of the technical requirements of the installation and the Luminarium Managers' accommodation needs.

### GENERATED INCOME

Standard Luminarium capacity is up to 80 visitors at any one time. An average of 160 to 240 visitors per hour can be expected when in full capacity. Any admission fee is set and retained by the presenter. An average and accessible entrance fee for both adults and children fee is around £6.00/ €7.00/ \$9.00, with infants 2 years and under admitted free of charge.

### SPONSORSHIP

A Luminarium gives a sponsor the opportunity to contribute to a unique, memorable event that is experienced by the broadest cross-section of the community. The Luminaria can raise a sponsor's profile by virtue of the monumental visibility of the Luminaria and the media attention they attract. More information is available in the AoA 'SPONSORSHIP' document.

### MAXIMIZE ATTENDANCE AND REVENUE

Most presenters book a Luminarium with the aim of attracting a large and diverse public. Many different factors can contribute to the aim's success:

- **Visibility** - Placing the Luminarium up on a prominent site with a good existing footfall.
- **Media** - Luminaria are very attractive to visual media. Ensure good coverage as early as possible.
- **Intelligent pricing** - Set the entrance fee at a level that encourages accessibility.
- **Signage** - Well-presented clear and visible signage on the site.
- **Point of sale** - Selling tickets in front of the Luminarium at the time of entry is the optimum way to ensure the highest attendance. A proportion of advance sales for priority admission is possible.
- **Queuing** - The presence of a queue incites curiosity and excitement.
- **Community** - Get local people involved as early as possible. Their enthusiasm transmitted by word-of-mouth generates attendance.





*"As we stood there, we listened to the music. It was so soothing and beautiful. It was as if time stood still. You wanted to just stand there and look. Your eyes wandered up... around... down... in circles.... People just sat down or layed down to enjoy the experience."*

**Visitor in Des Moines, Iowa, USA**

*"For nearly an hour I explored my environment in a light that appeared liquid in nature. It constantly blended, radiated, resonated, and transformed my surroundings. The calming effect of the structure was unlike anything I have experienced."*

**Visitor in Perth , Australia**

*"It was like rolling through bubblegum fields of joy"*

**Visitor in Sydney, Australia**

*Since I was 12 years old I have made several attempts to draw a vision that I had created in my mind. I could never do the image justice. I visited Amococo 5 times because my dream had finally been captured 20 years later. Thank you for making my fantasy land into reality.*

**Visitor in Mesa, Arizona, USA**

*"It was so easy to lose track of time and all other cares inside the structure and just observe the way in which the students - all of whom present with severe and profound learning difficulties - were engaging with this unique environment. Thank you for providing such a rich and rewarding experience for us all.*

**Jonathan Gray - teacher, Stanton Vale School**



#### **MEDIA & BOOKING**

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**www.architects-of-air.com**

#### **TOUR DATES**

A regularly updated touring schedule is available on  
<https://architects-of-air.com/tour-dates/>

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