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THE LIGHT EDIT

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In a commercial streetscape, signage screams. Billboards compete. By 8 PM, the architecture itself is usually the quietest thing on the block.

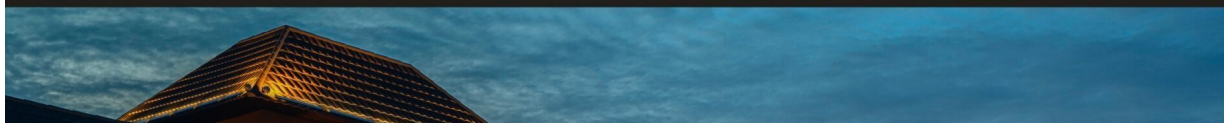
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SUNVIEW PLAZA, LUDHIANA

At Sunview Plaza, designed by Habitat Architects, the brief was to bring the building back. Not to shout out the retail noise, but to let the masonry, the columns, and the rooflines speak again - at the scale of the pedestrian and the scale of the street.

We did it with three gestures and a deliberate restraint on lumens.





THE PROBLEM WITH "MORE LIGHT"

Most facade briefs default to brightness as the proxy for presence. On a red-brick building surrounded by signage, that approach fails twice: the warm masonry reads orange under cool white, and the building disappears into the same visual noise it's trying to rise above.

Our position: presence comes from contrast and intent, not output.

THREE MOVES

THE VERTICAL - DRAWING OUT THE BRICK

The columns are the building's defining rhythm. We accented each one with 2200K spot and linear fixtures at narrow 10°–15° beams - an unusually warm tone, deliberately chosen to amplify the natural redness of the brick rather than fight it. At pedestrian scale, the masonry texture comes alive. From the road, the repeating columns become a luminous cadence - a beacon you read before you read the signage.



THE HORIZON - STITCHING THE FRONTAGE

A continuous cove at the upper transition line runs the length of the facade, pulling individual units into one architectural whole. Same 2200K family - so the building reads as a coherent composition, not a row of tenants. The cove also gives the public realm below a sense of enclosure: the psychological cue that turns a strip into a place.



THE SILHOUETTE - LETTING THE ROOF DRAW ITSELF

The rooflines are traced in pure line - edge-lit, never washed. The geometry holds the skyline without flooding it. From a distance, you read the building's shape against the night sky as a single confident gesture.



WHAT IT DELIVERED

A marketplace that doesn't compete with its signage - it rises above it. Architecture that reclaims its presence after dark. A precinct people want to walk through, not past. For specifiers working on red-brick or heritage-influenced commercial facades, Sunview is a useful reference for what 2200K can do when it's used with intent.

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