Lighting Photo Album

Light up of “Flamme d’Or” on Asahi Group Hall Building

Tokyo, Japan

Brief Summary

On the east end of the Azuma-bashi bridge on Sumida River stands the Asahi Group’s Azumabashi Hall designed by Philippe Starck. At the top of the building, an enormous objet (approximately 43m×14m×14m) designed by Starck is installed. The embodiment of a burning flame is called Flamme d’Or (meaning “a golden flame” in French) and symbolizes the “burning heart of Asahi Breweries making great strides.”

The number of tourists visiting Taito District, Tokyo, without distinction of whether they come from within or outside Japan, amounts to about 45 million annually. In Asakusa area, which is the most popular spot of the tourist sites in Taito, there seems to be no end to those who take souvenir photographs with this objet, floating with golden glow in the night sky, as their background. Along with Tokyo Sky Tree, Flamme d’Or is a popular photo scenery from Azuma-bashi.

Lighting facilities

The objet, Flamme d’Or, is streamlined and highly glossy by its surface treatment. To analyze luminous effect on the objet, we used a 3D simulator to observe the reflective glare of the light source, luminance area in the specular direction, which are controlled by the intensity, luminous distribution angle, and aiming of the light source. By pre-selecting three places as the major viewing locations and using the simulator as an optimizing tool, we compared and verified the viewing effects.

In order to maintain the cherished atmosphere created by the objet and its illumination that existed since the completion of the objet, we selected the power and distribution angle of the floodlights to ensure the original luminance of 200 to 300lx.

For highlighting in white the hot and bright blazing of the golden objet, and for expressing the refreshing feeling suggestive of beer, a key product of the company, we specifically avoided a warm color, which is similar to the ground color of the objet, and used white light.

By the LED floodlights a new highly aesthetic appearance was given to the illuminated objet. With the achieved energy saving of approximately 50%, Flamme d’Or has come alive in the scenery from Azuma-bashi as an even more popular landmark.

Location: Sumidaku, Tokyo
Completion: July, 2015
Owner: Asahi Group Holdings, Ltd.

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