



Aston Martin

VISO Ignites Luxury at Aston Martin Q New York

Providing a level of exquisite elegance and prestige, the brand famously tied to 007, Aston Martin showcases VISO's killer display of custom glass chandelier. The bespoke chandelier, being called by audiences as "champagne frame", weaves its way through the showroom, suspending over iconic, impeccable models below.

Location:

New York, NY

Client:

Lighting Workshop

Photographer:

Aston Martin Lagonda

Year:



Brief

The Aston Martin Q New York is the new flagship store that has just opened its doors on Billionaires' Row. This invite-only showroom on

Park Avenue, is the first in a wave of ultra-luxury showrooms, providing a level of elegance and grandeur that is to be expected with the brand. VISO was commissioned to design-engineer and manufacture an immense chandelier that spans across the showroom which required precise specifications.



Client Need

This unique chandelier, coupled with its sheer size, required a company that could provide impeccable quality not only in the product but in its installation. Due to this, VISO was approached to manufacture and install this feature lighting. As well, suspending above exquisite cars below, the chandelier needed to complement the space while acting as the main source of lighting. It needed to be decorative and functional.



Challenges

The bespoke chandelier, with audiences calling it champagne frame, doubles as a work of art, and does not use a canopy meaning each of the pendants are not automatically added into place. Each of the pendants were manually installed, one-by-one, and had to go in exact locations to create an organic flow of light.

As well, since not all the pendants were illuminated, creating the starry art piece had to be design-engineered and thoroughly planned by VISO, while staying on budget. This meant figuring out a way to create the same effect with DMX controls, without using 900 pieces of special drivers that would've resulted in a cost well over budget.

**The Solution:**

VISO flew to be on-site to ensure a smooth installation. Since this chandelier did not incorporate a canopy, VISO devised a way to accurately place each of the pendants: wood panels were placed on the floor directly beneath the chandelier and holes were laser-cut to show where each stem would go - ensuring the design intent was not compromised.

Dimensions:**Large Glass Shade A:**

Diameter: 5.88"/149.23mm

Height: Varying drop heights

Large Glass Shade B:

Diameter: 5.88"/149.23mm

Height: Varying drop heights



The Solution:

VISO designed a polished chrome chandelier with small and large glass shades, some lit and some not. Strategically placing the 900 lit pieces evenly illuminated the entire showroom. The magical shimmer comes from unique connections, cost-effectively achieved with shared drives. The result: a stunning 3,000-piece chandelier above an iconic Aston Martins on display.

Dimensions:**Small Glass Shade A:**

Diameter: 5.125"/130mm

Height: Varying drop heights

Small Glass Shade B:

Diameter: 5.125"/130mm

Height: Varying drop heights

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