



**SNOG FROZEN YOGURT,
LONDON/INTERNATIONAL
CINIMOD STUDIO**

Starting as a small outlet in London, the Snog frozen yogurt chain is now spreading out across South America, Europe and the Middle East. Essential to its brand identity are its dynamic lit ceilings, which rely on cutting edge technology and which have evolved from an animated sky effect to the latest incarnation, an undulating, rainbow-coloured LED canopy.

Formed using parametric software, the ceiling is made from CNC-cut mirrored panels with a stretch diffuser across the bottom, and varies in depth and pitch. Specially designed and fabricated RGBW LED battens form a 'ladder' grid within each of the ribbons. There are 400 strips, all individually controlled, spaced at 13cm (5in) centres. RGBW LEDs were used as the additional white light provides a higher colour control and rendering. This allows for more natural colours, including sky blues that are not as saturated as they would be with RGB LEDs alone.

The intricate, dynamic lighting effects are achieved with a new lighting control system, a customized version of ambix's AMBIENT XC DMX controller, that approaches complex lighting sequences in a completely different way. RGB LEDs usually need extensive programming. Using this embedded technology, the ambix controller takes real-time audio and video feeds and uses the content to control them, allowing instant and constantly changing lighting effects to be created in real time without lengthy programming. In this case it responds to a music soundtrack. The effects are never repeated as the system evolves and builds on itself.

RIGHT
The intricate coloured lighting effects of the undulating ceiling are achieved with a new approach to lighting control.



LEFT
The first version of the ceiling was developed for the King's Road, London, outlet.

BELOW
Section view

