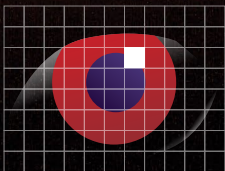




Art +
Sculpture



ABSOLUTE ACTION
DESIGNERS OF FINE FIBRE OPTIC LIGHTING

Jobs List +

Listed clients and specific completed jobs within the Art + Sculpture sector

Windsor Castle Long Gallery

Kensington Palace

Malmesbury House

Cliveden Members Club

Scarborough Art Gallery

Basilica Blue Chandelier

Orange Spine

The Lowry Centre

National Japanese American Memorial

Norwegian Dawn Cruise Liner

Korean War Veterans Memorial

Gurney Clock, Norwich

Sydmonton Court

Welters Sculptures

Leeds Millennium Square

British Embassy Rome

Nasher Sculpture Park

Bourne Park

Cheyne Walk

Sotheby's

Upper Brooke St

National Portrait Gallery

National Maritime Museum

Royal Bank of Scotland

Ambassador's Residence, Paris

Fulham Palace

Isabella Stewart Gardiner Museum

The Garrick Club

Leroy Merritt Museum

Fidelity de Waal Exhibit

Van Loon Museum, Amsterdam

Imperial War Museum

Oxford & Cambridge Club

Lowndes Square

Ormonde Gate

Cadogan Square

Cohen Residence

Vicarage Farm

Titlarks

Charles Street

Tusmore Park Estate

Eaton Place

Ambassadors Residence, Vienna

The Boltons

The White House

Nuller Residence

The Botanist

Wilton Crescent

Waddesdon Manor

Park Lane, New York

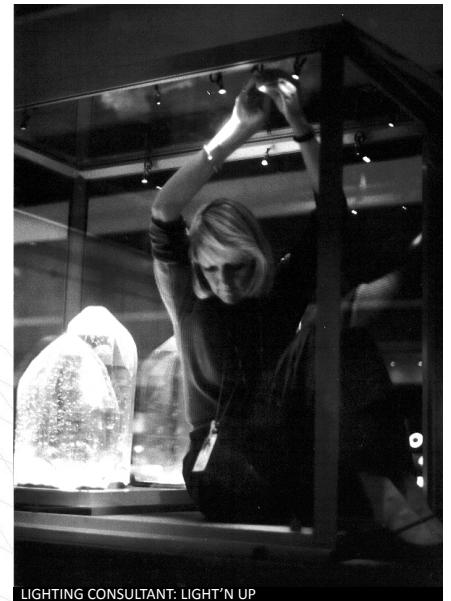
The Jugged Hare

Here at **Absolute Action** we are committed to the highest quality design, manufacture and installation of **Advanced Fibre Optic Lighting Systems** for all manner of diverse and challenging applications.

With over **25 years of specialisation** in this exacting field Emma Dawson-Tarr, along with our team, has undertaken an unparalleled record of **outstanding installations around the world**. Many have been published as exemplary and honoured with awards.

Her signature is a relentless pursuit of perfection to deliver **bespoke and elegant results** which frequently surpass even the client's most exacting expectations.

We are proud to bring you fibre optic lighting systems of **unique performance**, absolute durability and proper sustainability. Our rapid-response design facility offers total flexibility in approach, while **decades of hands-on experience** bring the skill and confidence to ensure success in the most demanding contracts – anywhere, every time.



LIGHTING CONSULTANT: LIGHT'N UP





PRIVATE CLIENT



FUNDAMENTAL

Fibre Optic lighting solutions offer unparalleled flexibility to meet the optimum lighting needs for all and every work of art, whatever its shape, size or composition.

At Absolute Action, we strive to enhance the works of artists wherever they are displayed – be that in a residential setting or a major gallery or museum – with exquisitely tailored lighting.

Our range of fibre optic lightings systems for the illumination of all kinds of art is the result of years of evolution and development to suit changing fashions, emerging technologies and conservation considerations – and in so doing to fulfil the individual requirements of our discerning clients.



LIGHTING DESIGNERS: EQUATION LIGHTING



ARCHITECTS: THOMAS FORD & PARTNERS

SCOPE AND EXTENT

Fibre optics have the unique facility for the efficient distribution of light from minute point sources across considerable areas & distances.

Light heads can be located at high level, never needing to be accessed again for future maintenance, and the illuminating footprint which can be projected across great spaces and voids lands directly onto the displayed art without spill, reflected glare or risk of shadow.

Huge canvasses can be entirely and uniformly illuminated from multiple light heads. Smaller images can be dealt with from a single source. One lighting system provides all the optical variety that is needed, from just one lamp.

High Beam cowled Lens
Diaphragm Head
Adjustable framer head





DESIGNERS: TYLER LONDON

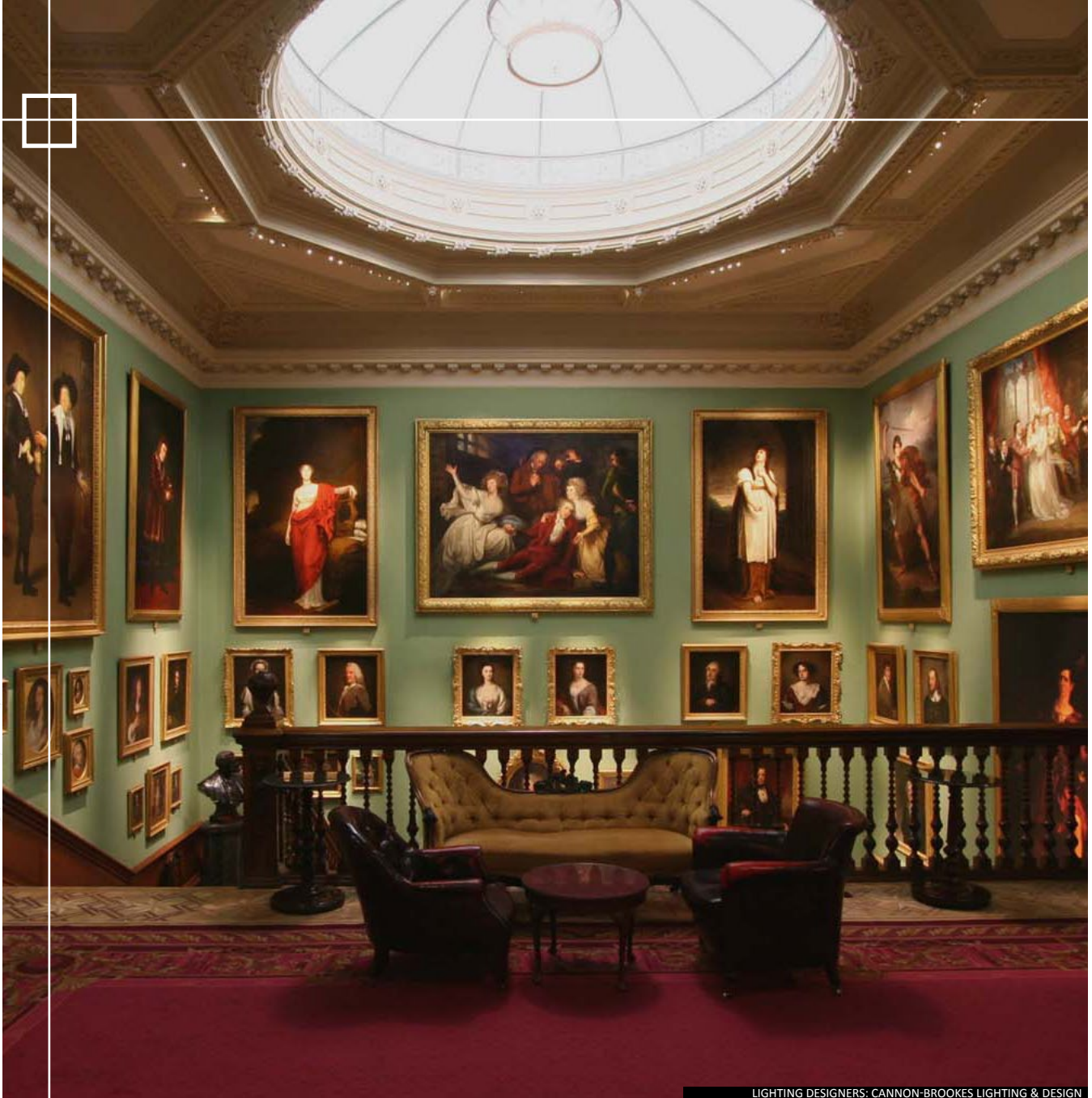


ARCHITECTS: THOMAS FORD & PARTNERS

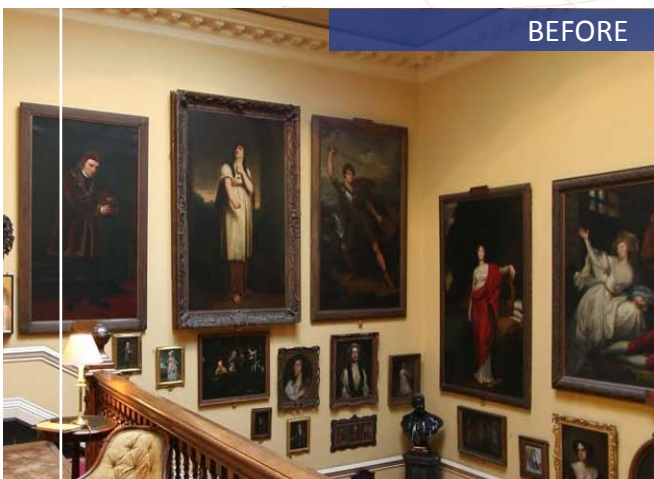
“True colour rendering is increasingly being overlooked as designers focus more on the energy efficiency of the lamp rather on its spectral composition.”

- Emma Dawson-Tarr





LIGHTING DESIGNERS: CANNON-BROOKES LIGHTING & DESIGN

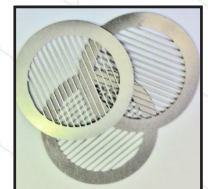
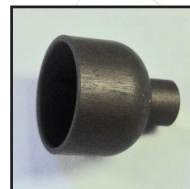


BEFORE



AFTER

Cowled Lens
c/c Bronze finish miniature Lens
Dimmer Discs



CRITICAL INTENSITIES

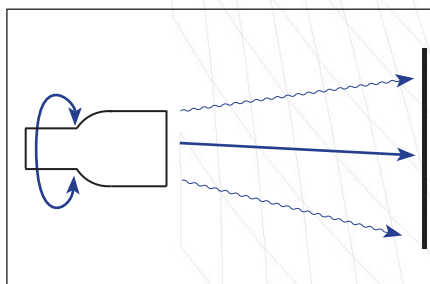
For no other application is intensity more critical than when lighting precious artworks and artefacts – many of which are rendered even more sensitive by age.

Lamps may be dimmed at source. With fibre optic lighting systems, this can be done mechanically, thereby sustaining the critical optimum colour temperature of the light.

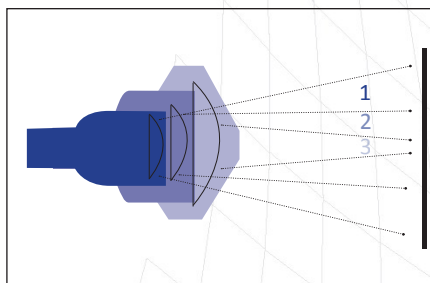
It is further possible for individual light heads to be made more or less intense via a comprehensive range of lens

options, from tightly collimating beams to a well-distributed wash. Additional light reducing filters and diffusers can also be inserted at output.

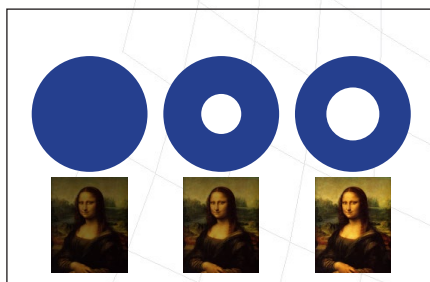
Hence the wide ranging conservation requirements of different genres of art can all be properly provided for in a single fibre optic system that is common to all.



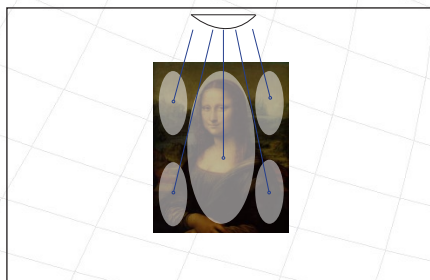
1. Focus



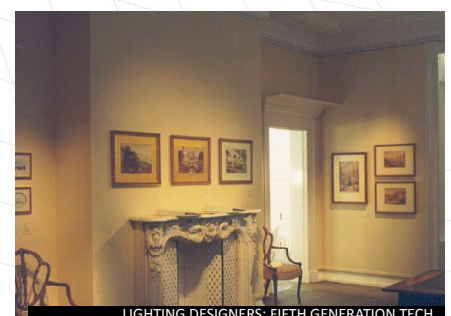
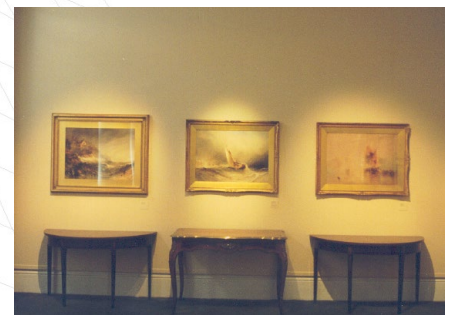
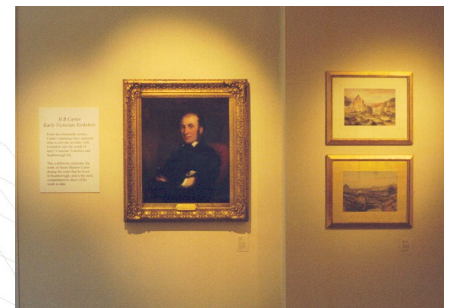
2. Intensity



3. Light Level



4. Uniform Control



LIGHTING DESIGNERS: FIFTH GENERATION TECH.



LIGHTING CONSULTANT: IMAGINATION

Animated lighting

Project: The Orange Spine

VARIETY AND FOCUS

No one size fits all in any market where individuals are wont to go to extra lengths to make a value statement and to stamp their personal signature.

Different lighting effects – sometimes tailored with the utmost specificity, at others requiring an overall wash – bring varied ambience and dramatic impact. Different optical lenses can be interchanged between light heads and their individual focus varied until the perfect palette has been achieved.



ARCHITECT: SERGE FRAAS

Soft lighting

Project: Fidelity de Waal Exhibit

Being entirely passive and resistant, fibre optic lighting is as suitable for all exterior sculptures as it is for interior use. Absolute Action offer a unique, high efficacy projector which, rated to IP68 specification, is itself also entirely submersible.

Glass fibre that has been properly installed and remains undisturbed thereafter will endure literally for centuries. Fixtures may be machined from marine grade stainless steel to ensure that they, too, are entirely durable.

The only elements in the system that require routine maintenance are those electrical components contained in

the lightsource. A single investment will last a life-time.



LIGHTING DESIGNERS: CLAUDE ENGLE LIGHTING DESIGN

Precision Lighting

Project: The Korean War Veterans Memorial



Up Lighting

Project: Leeds Square



Colour Change

Colour variation through subtle hues or strong contrasts are generated at source, and synchronised between sources. Simple and effective, the results are the ultimate in elegant sophistication or dramatic impact.



CONSULTING ENGINEERS: HANNAFORD UPRIGHT



PRIVATE CLIENT



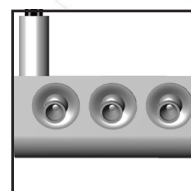
LIGHTING DESIGNERS: LIGHT'N UP

You wouldn't think that there could be that many shades of blue in glass"

- Bonny Schwartz



Round framer head lens
multi-head fixture





PRIVATE CLIENT



PRIVATE CLIENT

DESIGN AND VISUALIZATION

Over the years, we have developed an extremely broad range of fixtures and bracketry for the illumination of art and sculptures.

Some of these may simply be ceiling mounted, like traditional lighting fixtures – only smaller and more discreet. Others are styled to be concealed around cornices and architraves. Some have their own discrete containment or trunking that can be simply fixed against an existing moulding or recessed within a ceiling. We have developed systems that take advantage of already-present historic décor features, such as plaster ceiling roses, above which the fibre optic light heads – or even an entire lighting system – can be concealed. For other applications, completely new systems may yet be developed.

Optically, provision can be made for the broadest range of treatment, from simple soft focusing through to the most

extreme precision in light image framing.

For no other market sector do we offer so many bespoke and tailored solutions, and we are continually striving to improve on those that already exist. All provide for optimum flexibility and control over the finished lighting effect, and for minimisation of physical presence.

A PERFECT PARTNERSHIP

For the illumination of all kinds of art and sculpture there is no lighting technology to match the unique advantages that are offered by fibre optics, these being manifold:

- No ultra violet emissions at all – no fading or degradation
- No heat at output – light heads are cool for quick and easy manual handling to perfect adjustment and focusing
- No maintenance at output – light heads can be located in optimum places for anti-glare viewing
- Discreet outputs – minimal intrusion into the architectural space and facility to locate in awkward positions
- Range of lamp type sources available – for excellent colour rendering
- Display flexibility from one source – to suit all shapes, sizes and sensitivities of art
- Low energy consumption – one system can power up to 50 light heads
- Extensive choice available from range of existing

bracketry, plus the facility for custom-design, enables compliance with the most rigorous aesthetics

- Minimal and easy maintenance – accessible long-life lamp at source
- Permanence of carefully focused lighting – years of use from perfected work
- Optimum durability – a guaranteed return on the initial investment
- Future Flexibility – the provision from the outset of additional light heads into the original systems (remaining capped off until needed) so that changes in a collection can be readily accommodated.

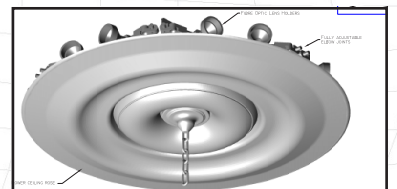
Absolutely no other kind of lighting system can get anywhere near this phenomenal scope of benefits.

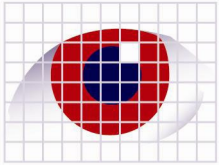




ARCHITECT: ARCHITECTENBUREAU JOWA

Optic Head fittings above ceiling rose





Our passion is the creative application of fibre optic lighting technologies and their elegant integration into the built environment. We nourish ideas and work with our clients to develop and optimise them.

We work closely with designers and associated specialist trades to ensure the highest standards of bespoke design and workmanship and careful site integration. Installations in even the most awkward environments are thereby executed efficiently, on time, and to the highest degree of client satisfaction.

We encourage you to take advantage of our unique technical expertise and unsurpassed experience to realise breathtaking and original results with total confidence, time after time.