

From Blight to Highlight

PORT Brings the Light

Photo Credits: Ron Kuszmar, PORT



CASE STUDY

Holyoke, MA wanted to convert some unattractive, rusting relics left from the heyday of their milling era into something that could bring a distinctive and more attractive look to the neighborhoods that had them as part of their skyline every day. As part of a larger beautification project for their Main Street area, PORT designed and installed lighting on two old, retired electrical towers and turned them into an attractive highlight. PORT's Ron Kuszmar and Graham Edmundson executed this unique project with our partners at Color Kinetics.

[Original article: Gateways - Canal Street Towers | Color Kinetics](#)



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CONSISTENCY & RELIABILITY

Avital part of Holyoke's and Nueva Esperanza's 'El Corazon de Holyoke' beautification project, 'Gateways' is one of several vibrant public art projects installed throughout the Main Street area.

Gateways feature dynamic, colorful lighting on two historic electrical towers that once provided support for a staggering number of electrical cables that were run to the mills in and around the downtown Canal District. Rusty and unused, the towers became the perfect sculptural canvas to uplift, creating the beacons of light envisioned by the El Corazon de Holyoke committee.

The towers are comprised of a thin, lattice-like structure with a very dark surface. The vibrancy, intensity, and consistent color rendering between different Color Kinetics fixtures were needed to illuminate those surfaces with an exciting wash of color-changing light.



“As a designer, consistent color rendering and product reliability are crucial to any installation. Using multiple products from the Color Kinetics portfolio, it was important to us and the client that the color between fixtures and towers be consistent.” – Ron Kuszmar, PORT.

Color Kinetics ColorReach Powercore, gen2, RGBA (2 pcs) (now specified with ReachElite High Output Powercore, RGBA) and ColorGraze MX4 Powercore, RGBA, 10° x 60° Beam Angle, 1219 mm (4 ft) (4 pcs) illuminate the larger of the two towers.

The smaller tower is outfitted with ColorGraze MX4 Powercore, RGBA, 10° x 60° Beam Angle, 1219 mm (4 ft) (4 pcs) and ColorBlast Powercore gen4, RGBA (4 pcs) (now specified with Blast Powercore gen5, RGBA).



FOR MORE ABOUT THE CANAL STREET TOWERS:

LIGHTING DESIGNER:

RON KUSZMAR AND QUENTIN STOCKWELL, PORT

INTEGRATOR:

RON KUSZMAR AND DAN BOURGEOIS, PORT

ELECTRICAL CONTRACTOR:

JOHN ANGELICA, COLLINS ELECTRIC CO.

CITY OF HOLYOKE MA PROJECT

MANAGERS:

CYNTHIA ESPINOSA AND AARON VEGA AND COMMITTEE AND ROBERT PEIRENT, CITY ENGINEER

OUR UNIQUE “RIGHT OF PASSAGE”

Color Kinetics iPlayer3 provides powerful light show storage and playback capabilities to each tower, while Color Kinetics ColorPlay 3 authoring and configuration software enables users to create and manage light shows with spectacular and fully customizable effects.

Color Kinetics Data Enabler Pro delivers integrated data and power to the lighting system to both towers.

Completed in October 2022, the comprehensive, end-to-end Color Kinetics lighting system provides an effervescent, colorful, and constantly shifting beacon of joy that anchors the two ends of Main Street and helps define and celebrate the surrounding Puerto Rican and Latinx neighborhoods.

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