

FIREFLY POINT OF VIEW (FPOV) Best International Architectural Lighting Design Agency 2019

FIREFLY POINT OF VIEW (FPOV) is a global lighting and audio-visual design consultancy. We invited Mark Elliott to tell us more about the firm and the range of services it has to offer.

With more than 40 designers based across eight studios in Europe, the Middle East, Asia and Australia, FPOV has a global presence and is able to provide its valued clients with expert creative advice and support.

The firm works across all sectors, ranging from airports to boutiques, with a specific focus on luxury hospitality and residential projects. Mark (FPOV Global Creative Director) discusses the firm's mission and how this helps it to stay ahead of emerging market trends to ensure excellence for every client.

"Here at FPOV our mission is to create beautiful environments that are both functionally and aesthetically excellent, and for our commercial clients, creating environments that ultimately succeed financially.

"To achieve this, we create lighting schemes where the lighting is not the focus but where it works in unison with the architecture, enhancing it without imposing upon it through detailed integration. We ensure that our style is driven by technique and not aesthetic, the aesthetic of any space is driven by the interior designer or architect, we respond to their environments, applying our techniques to enhance their style. When it comes to decorative lighting we stay ahead of the trends through custom designed products ensuring a tailored individual approach for our clients."

Among the firm's recent successful projects was its work for renowned airline Qantas. Mark shares an insight into the project and how it showcases his firm's client-focused approach to design.



"Recently FPOV completed one in a long list of projects for Australian airline Qantas. Their exclusive chairman's lounge in Brisbane, the challenge with these lounges is creating an environment that is changeable through day and night to make travellers comfortable and suitable for the various tasks, dining, lounging, working etc all in one space. Implementing warm dim technology and layering of light enabled us to fulfil these requirements and ensure that our client received the outcome they needed."

Looking to the future, FPOV will continue to innovate and adapt to meet its clients' ever-evolving needs. The studio was formed through the recent merger of POINTOFVIEW in Australia and FIREFLY Lighting Design with offices in London and Hong Kong because it firmly believes in the global studio principle. With a global clientele the team must be ready and able to meet their needs wherever they may be and whatever they may need, and through this latest development it is able to achieve this. Over the coming years Mark foresees even greater success for FPOV as the company seeks to use its current projects to drive itself forward.

"Currently we are working on the Crown Resort Sydney, a project worth more than \$2 billion that will be the best example of luxury hospitality, gaming and residential in the world when completed next year. The entire team at FPOV is excited for this project and it will pave the way for more innovative designs over the years ahead."

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