

“Smart Urban Light Park” (Interactive Light Park)

Concept: A public light and sound park that responds to people’s movement.

For example:

- An LED light pathway that lights up as people walk
- A “sound tree” that makes nature sounds when touched
- Motion-sensor light installations or sculptures
- An artistic light show in the evenings

A possible reference point would be something in the style of the **Amsterdam Light Festival**.

Why would it fit the campus?

1. It is highly Instagrammable and has viral potential.
2. It can be used all year round.
3. It adds value for both tourism and the local community.
4. It is visually powerful and highly attractive for media coverage.
5. Light as a medium appeals to all age groups.
6. It could remain active **365 days a year, 24/7**, symbolizing energy and vitality.
7. A well-lit environment increases people’s sense of safety and encourages evening movement.
8. Light effects and colors create a pleasant environment that can reduce stress, encourage people to spend more time outdoors, and help them connect with one another.
9. It is innovative and could include an electricity-consumption display, supported by solar panels, showing efficient and low-consumption ways of using energy. This would make it both educational and unique. In the future, an example installation could also be added where human energy powers a device — such as a bicycle, running track, or similar feature — which would be especially engaging for kindergarten and school children.
10. A **positive message** could be placed on the roof of one of the buildings that is not otherwise in active use as a terrace or seating area — visible to planes flying overhead. Before landing, people would already have a smile on their face :)

Innovative and feasible!