



Sky Factory™

The vastness of the sky...inside

SKY FACTORY ILLUSIONS OF NATURE™

A unique fusion of art, cognitive science, and digital technology, Sky Factory's *illusions of nature*™ provide the creative designer and architect with a unique resource—a tool informed by neuroscience.

By incorporating a multisensory connection to nature's spatial beauty, our research-verified installations transform enclosed interiors into genuine restorative spaces.

When beauty is heartfelt, interiors acquire a healing dimension that physically resonates with the occupant's past experience.

And by engaging our hard-wired memory of nature's vastness, we alter the experience of enclosed interiors, triggering our physiology's "*Relaxation Response*."

OPEN SKIES IMAGE TECHNOLOGY™

Unlike standard commercial photography, Sky Factory's artistic framework mimics embedded spatial reference frames—multisensory imagery that our memory readily identifies and that engages areas of the brain involved in spatial cognition (depth perception).

First studied at Texas Tech University's Neuroimaging Institute, Sky Factory's *Open Sky Compositions*™ engross the observer in a spatial illusion.

Sky Factory's pioneering application of Neuroaesthetics in architectural contexts has been the subject of multiple international awards for its exceptional scholarship.

New research in this nascent field will be forthcoming.

WINNER - BEST CEILING PRODUCT
POPULAR CHOICE AWARD

Architizer A+Awards





NEW SKY FACTORY APERTURE™



Our most elegant sky portal yet, Sky Factory Aperture separates the perimeter frame from the SkyTile surface, thereby creating an oculus and triggering a spatial illusion that works from every viewing angle.

We begin with a gridless Luminous SkyTile™. Then, we create an interstice between the curved trim frame and the backlit image of sky. The vacant interstice between trim and sky generates an illusion of extended space for the eye and mind by suggesting an actual opening to the outdoors.

Features

- Luminous SkyTile (image panel) suspended above a curved trim frame
- High Resolution Gridless SkyTiles
 - Circles— available in 3', 4' and 5' diameters
 - Ellipses— available in 4'x 6' and 5'x 8' sizes
- EcoPlus LED backlit lighting system (6500K color temperature)

Benefits

- Generates a dramatic perceived connection to open sky
- Imbues interiors with the restorative attributes of Biophilia
- Creates attractive wayfinding solutions by combining sizes
- Brings daylight-quality artificial light to enclosed interiors

5' x 8'



4' x 6'



5'



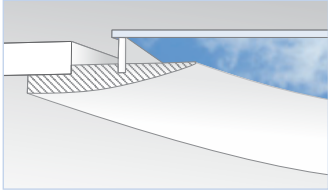
4'



3'



The gap between trim frame and SkyTile is a vacant interstice above the ceiling plane.





REVELATION SKYCEILING™



Developed for deep plan and high spaces, Sky Factory's Revelation SkyCeiling features our most elegant and robust skylight framework, establishing a captivating and restorative environment.

In ceilings greater than 9' (2.7m.) in height, the Revelation SkyCeiling creates a captivating, geometrically sculpted portal to nature.

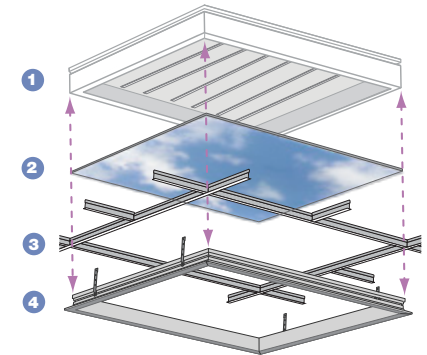
Features

- Self-supporting framework
- Architecturally sculpted reveal
- Available in 6 standard sizes: 2'x6', 3'x3', 3'x4', 4'x4', 3'x6', 4'x6'
- Custom panels available
- Ideal for public spaces
- Can be installed directly in a hard ceiling. Grid-compatible, but not required



Revelation SkyCeilings reduce acute stress and anxiety in any setting.

Elements of a Revelation SkyCeiling



- 1 LED Lighting Systems** Provide uniform daylight-quality light
- 2 SkyTiles™** Durable, translucent photographic panels
- 3 Ceiling Grid** Works on client provided standard or custom grids
- 4 Elevators** Architectural reveals that enhance perspective



NEW SKY FACTORY INFINITY™

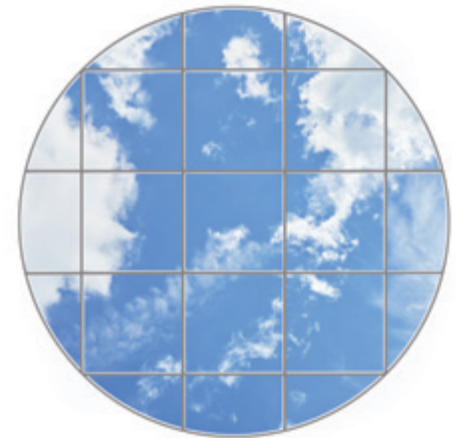


One of our most dramatic *illusions of nature™* yet, Infinity is a suspended wafer of sky that imbues interiors with calibrated daylight-quality light and authentic overhead sky imagery.

Ideal for any type of high ceiling environment, Infinity is Sky Factory's first product developed in partnership with Armstrong Ceilings as a biophilic feature tailored for contemporary commercial spaces.

Infinity's biophilic presence offers an ideal visual counterpoint to Armstrong's noise reduction ceiling clouds commonly installed in lobbies, lounges, cafeterias, and other public spaces.

12'9" Diameter



9' Diameter



6'7" Diameter



4'3" Diameter

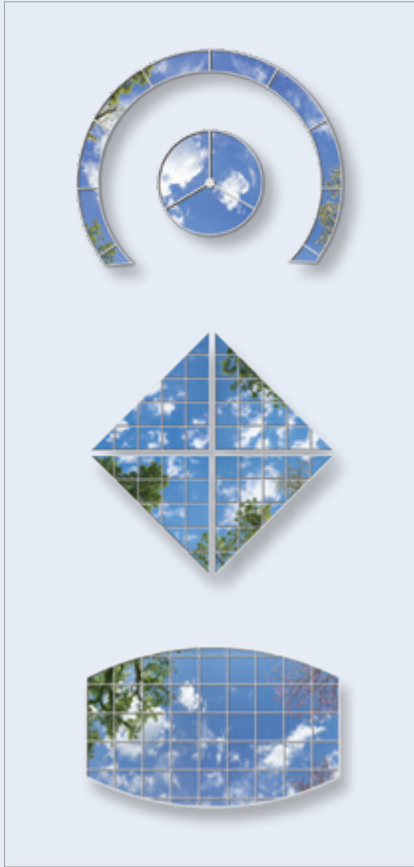


Features

- 3' x 3' Luminous SkyTiles
- Classic 1.25" elevator ("image tile frame")
- EcoPlus LED backlit lighting system (6500K color temperature)
- Designed to work with curved Axiom Classic Trim (8" profile)
- Available in four circular sizes: 4'3", 6'7", 9', and 12'9" cloud diameters
- Cloud perimeter—AXIOM Classic Trim in White

SKY FACTORY STUDIO: CUSTOM INSTALLATIONS™

FROM CONCEPT TO COMPLETION



YOUR CREATIVITY AT WORK

Whether you have a pencil sketch on a napkin or a 3D model, our team has a wealth of experience to bring custom designs to life.



VAST SEAMLESS SKIES

Unlike anyone else in the business, we are not limited in scale or scope. Our proprietary library allows our clients the freedom to create seamless *illusions of sky*™ of any size. Whether you envision a 350-foot interior corridor or multiple skylights featuring segments of the same master image, we can go as large as your interior space demands.

BEST-SELLING DESIGNS

We also offer a range of custom Circular and Elliptical Luminous SkyCeilings™ that cut down on design time while still delivering the aesthetic appeal of a curved perimeter.

MEET OUR SKY DESIGNERS

Skilled at creating *illusions of nature*™ and open sky, our artists and design team enable architects to shed the restrictions inherent in structural space.

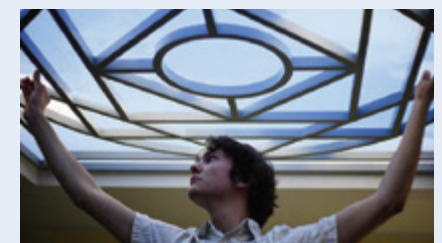
Sky Designers help creative professionals alter occupants' perception of enclosed environments with multisensory views to nature that generate a genuine experience of relaxation.

By restoring a healing sense of place to isolated interiors, any building can gain the restorative attributes of *illusions of nature* for tenants and other occupants.

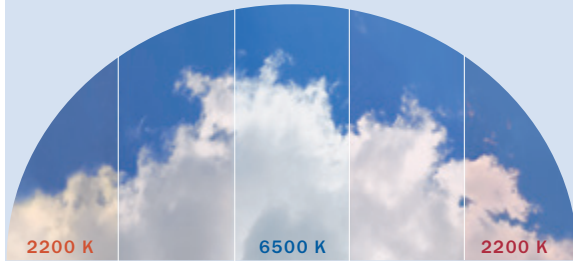
QUALITY USA CRAFTSMANSHIP



All our installations are designed and manufactured in our studio in Fairfield, Iowa. We strive to source local materials and ship all over the world.



I R I S™ SUNRISE TO SUNSET



BIOMIMICRY FOR RESTORATIVE INTERIORS

Sky Factory pioneered the world's first circadian *illusion of nature™* over a decade ago, before tunable lighting was commercially available. I R I S, the company's 2nd generation system, is able to generate a remarkable, real-time simulation of daylight.

Designed to reproduce the local diurnal and seasonal daylight pattern of any geographical location, I R I S will modulate the color temperature of our SkyTiles in a way that only suitable areas of the overall *Open Sky Composition™* are affected.



I R I S is also endowed with a light intensity algorithm that mimics the organic oscillations of daylight caused by changing cloud cover, thereby

further imbuing this illusory portal with the vivid quality of a real skylight.

COGNITIVE BIOPHILIA

Edward O. Wilson and Stephen R. Kellert's seminal book, *The Biophilia Hypothesis*, inspired architects to embrace the benefits of nature's attributes in the built environment through the application of biophilic design patterns.

Furthermore, the neurobiology of Biophilia has revealed that biophilic design's most researched and validated pattern—a view to nature that offers prospect and refuge—can even be replicated in enclosed interiors.

BIOPHILIA

RESEARCH-VERIFIED BENEFITS

Sky Factory is the only designer and manufacturer that has published in peer-reviewed journals. Sky Factory research has earned multiple awards from independent organizations including the *Design & Health International Academy*, the *Environmental Design Research Association (EDRA)*, and *Planetree International*.



Sky Factory's *Luminous SkyCeilings™* have been found to reduce patient stress by over 50% and anxiety by over 34%. Their ability to create perceived open space makes them suitable for any architectural interior devoid of a meaningful connection to nature.

NEURAL CORRELATES OF NATURE STIMULI

Sky Factory's *Open Sky Compositions™* are the only sky imagery of its kind to have been validated by peer-reviewed fMRI research. These sky images are deliberately composed to be authentic, multisensory, and attractive to the observer's eye and mind.

Consequently, they engage specific areas of the brain involved in spatial cognition and depth perception and simultaneously trigger a desirable physiological response. Sky Factory's illusory portals elicit the palpable and deeply relaxing experience of vastness that corresponds to the relaxation response—a response often achieved through various forms of meditation.

PIONEERING NEURAL RESEARCH

Informed by neuroscience and humankind's ingrained habits of perception, Sky Factory's unique fusion of art, cognitive science, and digital technology place our installations at the forefront of the nascent field of Neuroaesthetics, enhancing health and wellbeing.

BIOPHILIA

I L L U S I O N S O F N A T U R E

O P E N S K Y C O M P O S I T I O N S



LUMINOUS VIRTUAL WINDOWS™

Sky Factory's Luminous Virtual Windows transform enclosed interiors into open, visually-pleasing environments. Our photographic illusions of undisturbed landscapes are staged in window-like frames. By extending the perceived horizon line, occupants perceive a restorative change of scale that enhances well-being.



Combining a virtual nature panorama with an illusory sky creates a therapeutic feeling of openness.

Features

- Unique artistic photography
- Energy-efficient, uniform illumination
- Designed for flush or surface mounting
- Standard and custom sizes available
- Variety of trim styles and materials

CLASSIC LUMINOUS SKYCEILINGS™

Sky Factory Luminous SkyCeilings are the world's only research-verified virtual skylights. Because our Classic SkyCeilings are designed to faithfully reproduce the rich saturation and subtle visual stimuli of real skies, they are the ideal biophilic design solution for enclosed interiors.

Modular and easy to install, Classic SkyCeilings are available in a wide array of rectangular shapes with two industry standard ceiling tile sizes—2' x 2' (60cm x 60cm) and 2' x 4' (60cm x 120cm).



Features

- Daylight-balanced light for human wellness
- Energy-efficient lighting system
- Affordable durability
- Full technical support
- Vast image selection
- Easy to install

Installed as pairs or multiples, Luminous Virtual Windows extend the perceived horizon line.



THE BEST INVESTMENT FOR DEEP PLAN BUILDINGS

INCREASE TENANT RETENTION

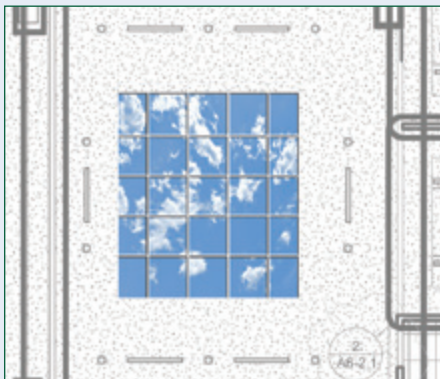
Buildings with large areas of inward-facing office space can dull our senses and hamper cognitive function.

Given that the average useful life of a commercial building is 80 years, effective retrofit solutions to enhance human wellness are essential.

CREATE SUSTAINABLE INTERIORS

The prevalence of windowless interiors and their detrimental effect on wellness and cognitive function have led building owners and facility planners to mitigate the impact on occupant productivity and well-being.

Sky Factory's Luminous SkyCeilings are modular and easy to install. They are backed by peer-reviewed published research verifying their unique ability to simulate views to nature, providing meaningful occupant outcomes.



This 20' x 18' Luminous SkyCeiling overlooks a large interior stairway, framing the upward view from the lower floors. The Revelation SkyCeiling serves as a biophilic design element that provides visual and spatial relief to isolated conference rooms.

Staff working long hours now benefit from an installation that facilitates cognitive restoration in enclosed interiors.





SKY FACTORY DIGITAL CINEMA ILLUSIONS OF NATURE

IMAGE, MOTION, SOUND—IMMERSIVE BIOPHILIA

Sky Factory's Digital Cinema products are a fusion of fine art and digital technology that provide a stunning new level of realism.

Hours-long, unedited, real-time sequences of extraordinary landscapes, seascapes, and sky views are delivered through the world's finest digital imaging technology.

Sky Factory's proprietary Digital Cinema content cannot be found anywhere else.

 Sky Factory uses RED Digital Cinema™ technology to record SkyView™, eScape™, and eSea™ scenes.

eScape™ DIGITAL CINEMA VIRTUAL WINDOW

Sky Factory's eScape brings the dynamic beauty of nature—real-time moving images and sound—to interior environments. A high-tech illusion, eScape features a vertically oriented Full HD monitor set within an aluminum or wood casework to provide a breathtaking, simulated view to nature.



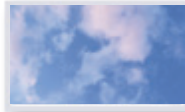
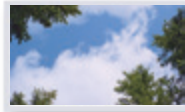
Features

- Seasonal, tropical, or temperate nature scenes
- Unique, unedited panoramic views
- 4K–5K source video
- Audiophile sound system
- Custom trim finishes available

The high-definition video and sound creates a convincing illusion; I could believe I was in a room looking out at a beautiful landscape.

~ Henry Domke, MD and
Nature Artist





SkyView features eight hours of real-time, unedited scenes of sky events—evolving clouds, overhanging branches and blossoms—that generate a relaxing psycho-physiological experience.

eSea™ DIGITAL CINEMA VIRTUAL AQUARIUM

Sky Factory's eSea brings the visually soothing, psycho-physiological benefits of aquariums without the demands of maintaining a real tank. Create an elegant and relaxing environment in waiting rooms and lobbies, daycare centers and lounges, restaurants and offices with a Full HD virtual aquarium. Research has shown that aquariums lower blood pressure, calm the mind, and help alleviate anxiety.

Features

- Beautiful freshwater and saltwater sequences
- Exotic marine environments
- 4K–5K source video
- Unedited, real-time scenes
- Preloaded with your choice of up to 5 hours of therapeutic footage



Each eSea unit features living underwater environments in real-time, feature-length scenes.

SkyView™ DIGITAL CINEMA VIRTUAL SKYLIGHT

Sky Factory SkyView is an illusion of real sky, a virtual skylight displaying the essence of nature's sky events in vivid, hours-long, *UltraHD* sequences. This ceiling-mounted system uses a 4K precision monitor integrated into an architectural skylight framework to create a dramatic portal to open skies.



Features

- Engaging skyward views
- Unedited, feature-length sequences
- 4K–5K source video
- Color-calibrated 4K monitors
- Professional-rated equipment



EDUCATION

CONTINUING EDUCATION FOR DESIGN PROFESSIONALS

Sky Factory is a *Registered Provider* with the *American Institute of Architects Continuing Education System (AIA CES)* and the *Interior Design Continuing Education Council (IDCEC)*. Our courses are also accredited with *Green Business Certification Inc. (GBCI)*.

We are also accredited with the *Patient Experience Institute (PXi)*, providing *Patient Experience Continuing Education Credit (PXE)* for *Certified Patient Experience Professionals (CPXP)*.

In the U.K., Sky Factory courses are part of the *Core Curriculum* of the *Royal Institute of British Architects Continuing Professional Development (RIBA CPD Providers Network)*, as well as the *British Institute of Interior Design (BIID)*.

Members of the following organizations can earn either *General (G)*, *Health, Safety & Wellness (HSW)* Learning Units (LU) or double CPD credits for courses that explore the wellness benefits of *illusions of nature™*.



CPD
PROVIDER



ATA
Continuing
Education
Provider



RECENT AWARDS

Scholar of the Year

Bill Witherspoon

Scholar Class of 2017

Planetree International

Luminous SkyCeilings™

Best of Lighting & Electrical

2015 Architectural Record Awards

Architectural Record

Certificate of Research Excellence

Neural Correlates of Nature

Stimuli: an fMRI Study

2017 EDRA Core

Revelation SkyCeiling™

Best Ceiling Products

2015 Readers' Choice Awards

Interiors & Sources

SKY FACTORY SKYMOBILE™



Book our mobile showroom and experience our products first-hand.

Sky Factory's SkyMobile is a mobile showroom traveling year-round throughout the continental United States and Canada. Experience Sky Factory's range of products in person and see how they can be used to transform interior spaces. One of our representatives will bring the showroom right to your door and give a short presentation. Learn how our products work to bring a restorative view of nature into environments that don't have access to daylight or any spatial connection to a natural exterior.

To book an appointment, call 641.472.1747 or go to skyfactory.com/skymobile.

CONTACT US

CALL US. Get design advice, project tools, or a quick and free written quote.
866.759.3228 • 641.472.1747 • info@skyfactory.com

VISIT ONLINE. View our portfolio. Learn about Biophilia. Review our research.

TRANSFORM YOUR SPACE. Request a custom render with your photos or materials.

REVIT SPECS AVAILABLE.

STAY IN TOUCH. Follow us on social media!



Sky Factory is a factory-direct company, based in the USA, providing exceptional quality and the most affordable pricing in the industry. We welcome international inquiries and ship our products worldwide.



Inc. magazine named Sky Factory one of North America's **Top 20 Small Company Workplaces 2010.**



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