Imagined as a deviation from the typical dark, dismal production studio, Logan actually celebrates light. Located in a cast-iron SoHo loft building, this production space is diaphanous and ethereal. An enormous backlighted ceiling is the dominant artificial light source in the space, while translucent fabric walls absorb and diffuse both natural and artificial light alike. Simultaneously, the fabric walls perpetually bring people and objects in and out of focus. These effects, working in concert with the continuous desks and abstraction of space, create an ambiguous and dimensionless atmosphere.

"The subtle interplay of light changes throughout the day and feels gentle. Then the backlit ceiling becomes the dominant source of illumination at night—like a futuristic film set."

— Alexei Tylevich
Owner and Managing Director of Logan