

# Illumination Gallery

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Transformations in Lighting

Volume 3



# From vision to reality with LED lighting



## Ingenuity

iColor Cove QLX, iColor Cove MX Powercore, ColorBlast Powercore, ColorGraze Powercore

Project	Viva ELVIS™ by Cirque du Soleil® Aria Resort & Casino at City Center	Lighting Design	S. Leonard Auerbach / Auerbach Glasow French, Principal in Charge in collaboration with Johnny Boivin / Cirque du Soleil
Location	Las Vegas, Nevada, USA		
Executive Architect	HKS, Inc.		Patricia Glasow / Auerbach Glasow French, Principal, Construction Phase
Architect of Record	Gensler		Marlene Lieu / Auerbach Glasow French, Project Manager
Design Architect	Pelli Clarke Pelli		
Systems Integrator	Production Resource Group	Photography	Studio West Photography, swplv.com

The influence of Elvis' colorful and dramatic life can be felt from the moment the audience enters the lobby for Viva ELVIS™. The lighting for the entrance area foreshadows the opulent experience that awaits them inside the theatre.

iColor Cove QLX color-changing LED fixtures illuminate the entry lobby's curvilinear glass ceiling, becoming more vivid as "curtain time" approaches. The 150 ft (45.7 m) long glass wall of the inner lobby area features 3,600 sq ft (334.5 m<sup>2</sup>) of lenticular lenses behind fluted glass panels. This "Diamond Wall" is brought to resplendent life with 357 iColor Cove MX Powercore and ColorBlast Powercore fixtures. All lighting effects are synchronized, and one hour before the show the lobby is ablaze in color and movement.

This theme of rich color and vibrant movement is carried into the auditorium. Color-changing, high-intensity ColorGraze Powercore fixtures in the side wall openings illuminate luxurious draperies. Wall lighting is restrained before the show begins, then the side walls burst into color, drawing the audience into the event. These illuminated walls energize the beginning of the show, then sequence subtly to more static moods throughout the performance.



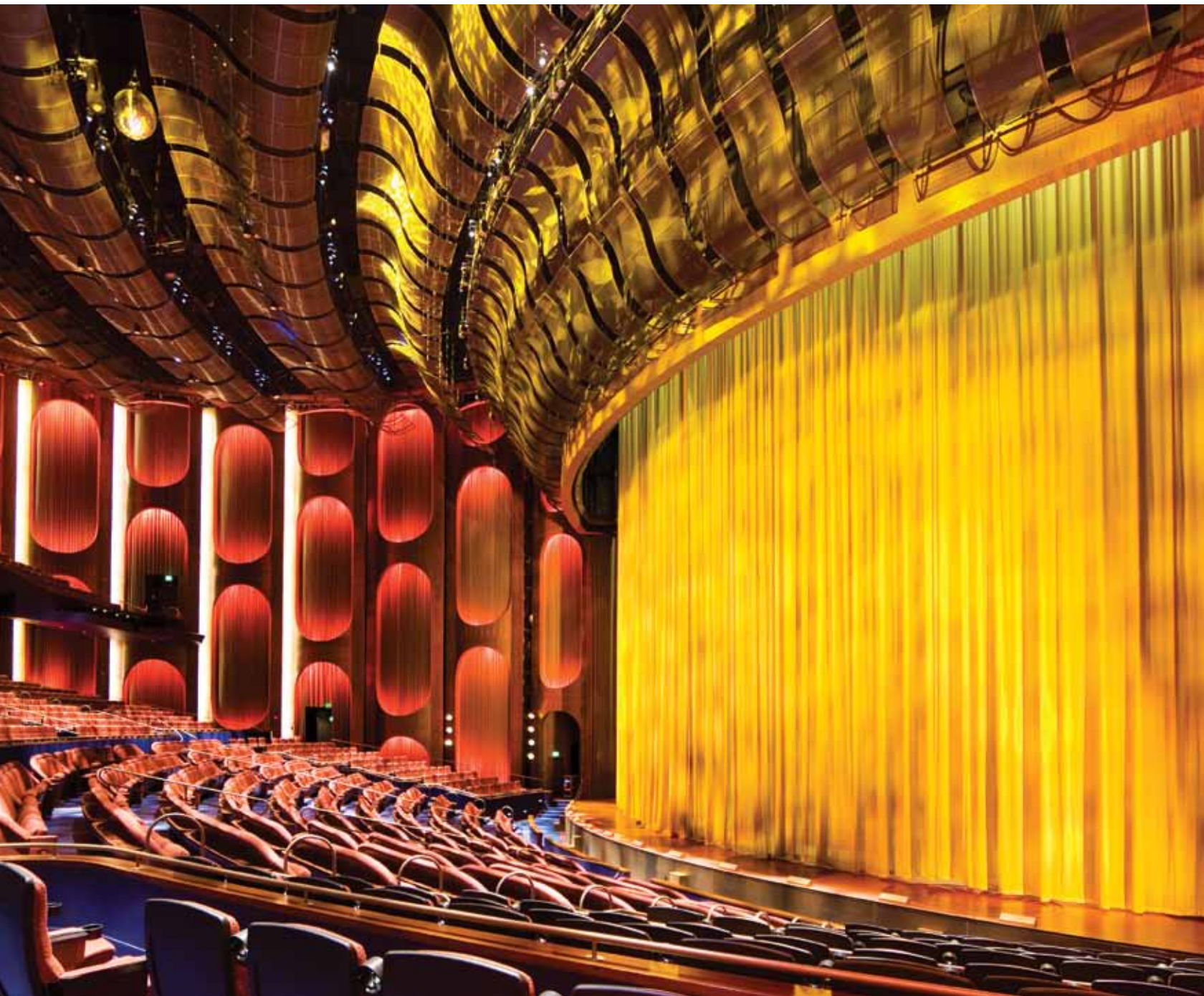
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Between 2010 and 2011, Philips Color Kinetics has added hundreds of new product configurations to its already extensive line of professional LED lighting solutions for architectural, hospitality, entertainment, and general illumination applications. The rapid growth of our product portfolio reflects the increasing use of our products and solutions, and the increasing maturity of the LED lighting industry as a whole.

Viable LED-based alternatives are now available in a staggering array of form factors, output levels, light source types, spectral profiles, light distribution patterns, energy consumption levels, and price points. While still not as complete as they need to be, standards for dimming, driving, measuring the light quality, and

calculating the expected lifetime of LED sources and lighting fixtures continue to emerge. Such standards allow lighting specifiers to better understand, model, and compare fixture behavior and suitability for specific applications.

As the installations showcased in these pages demonstrate, LED-based solutions from Philips Color Kinetics are making lighting visions a reality the world over. With a full range of digital lighting controllers and an industry-best mix of color-changing, intelligent white, solid colored, and solid white-light LED lighting fixtures, Philips Color Kinetics delivers on its commitment to improve people's lives, promote sustainable design, and inspire in every application area.





## Spectacle

ColorBlaze 72, ColorBlaze 48

Project	Rush, <i>Time Machine</i> Tour	Lighting Techs	Martin Joos, Bill Worsham
Location	North America	Pyro	John Arrowsmith
Lighting Design	Howard Ungerleider, Production Design International, Inc.	Video Director	David Davidian
Production Manager	Craig Blazier	Master Video Tech	Bob Larkin
Stage Manager	George Steinert	Video Art Director	Dale Heslip
Lighting Crew Chief	Seth Conlin	LED Engineer	William Duncan
Lighting Programmer & Technician	Matt Tucker	Automation / Rigging	John Fletcher, Chuck Anderson
Lighting Master Technician	Joseph Bradley	Motion Control Programmer	Sebastien Richard
		Photography	John Arrowsmith



The ambitious and complex Steampunk-inspired set for Rush's *Time Machine* tour included more than 80 ColorBlaze 72 and ColorBlaze 48 RGB cyc lights. These lights were rigged horizontally and vertically on an innovative animatronic truss with articulating hinges, designed to look and behave like an enormous mechanical spider hanging above the stage. Lighting designer Howard Ungerleider used ColorBlaze alongside well over 100 other stage lights, all of which received content from an integrated video control solution and content server.

LED lighting played a more central role in the stage lighting than it had on previous Rush tours. Together with other LED lighting fixtures in the set, the ColorBlaze fixtures produced rich, saturated colors on stage, and provided camera-approved color correction for video production and photography.

## Tranquility

eW Graze Powercore, ColorGraze Powercore, iColor Accent Powercore, iColor Cove MX Powercore, iPlayer 3

Project	John E Jaqua Academic Center for Student Athletes, University of Oregon
Location	Eugene, Oregon, USA
Architect	ZGF Partnership
Lighting Design	Mark Godfrey, Lighting Studio at Interface Engineering
Photography	© Stephen Cridland

The John E Jaqua Academic Center, a 40,000 sq ft (3,716 m<sup>2</sup>) state-of-the-art academic learning center for student athletes, is the newest addition to the University of Oregon campus. Architectural firm ZGF Partnership and lighting designer Mark Godfrey worked together to create a tranquil environment for studying that connects students to the surrounding natural landscape and daylight.

The glass building rests on a body of water at the edge of a birch forest. eW Graze Powercore fixtures illuminate the three-story façade with neutral white light.

Godfrey created an active and vibrant space inside the building with LED lighting fixtures programmed to display the school colors. He outlined the skylights at the top of the atrium with iColor Cove MX Powercore fixtures, and used iColor Accent Powercore fixtures (now available as iColor Accent MX Powercore) to illuminate the ceiling and the transparent



elevator doors on each floor. ColorGraze Powercore fixtures colorfully illuminate the trophy wall in the student auditorium, as well as the main hallway on the building's main floor. All color-changing LED lighting fixtures are controlled by two iPlayer 3 DMX controllers.

LED lighting helped achieve the project's sustainability goals while providing abundant light output. Godfrey comments, "We really needed lighting systems with more focused intensity than traditional luminaire choices. Fluorescent and ceramic metal halide do not provide the combination of smooth linear focused intensity that lighting LED provides."



## Solidarity

### ColorReach Powercore

Project	The Hague
Location	South Holland, The Netherlands
Project	Livingprojects
Photography	Livingprojects

Every year on November 14, prominent buildings around the world are illuminated in blue in honor of the global campaign for World Diabetes Day. In 2010, the Hague, which houses the Dutch government, the parliament, the Supreme Court, and the Council of State, chose to participate and looked for a temporary lighting solution to illuminate the exterior of this important government building.

After considering many solutions, the Ministry of General Affairs chose Philips Color Kinetics ColorReach Powercore high-performance architectural floodlights for the installation. The low energy consumption of the LED solution was the primary factor in their choice.

For the temporary installation, thirty-five ColorReach Powercore fixtures were placed around the perimeter of the building, each using less than 300 watts per fixture. The LED solution provided a 30% energy savings compared to previous years, when traditional lighting technologies had been used.







## Renewal

eColor Graze Powercore, eW Blast Powercore, eW Graze Powercore, eW Cove Powercore, eW Burst Powercore, iW Blast Powercore, iW Reach Powercore, iPlayer 3

Project	Cathedral of San Ildefonso
Location	Mérida, Yucatán, Mexico
Lighting Design	Gerardo Ferraez Gasque, Global Prestige Entrepreneur
Exterior Photography	Christiane Selem Bichara
Interior Photography	Hebert Camacho
Editor	Jesús Herrera

Lighting designers Global Prestige Entrepreneur (GPE) used a variety of fixtures from Philips Color Kinetics to transform the beautiful Cathedral of San Ildefonso and bring the center of Mérida to life.

GPE specified LED lighting solutions because they do not emit infrared and ultraviolet rays which can deteriorate materials, and because their long source life and energy efficiency would reduce maintenance and energy costs.

On the exterior, GPE produced a glowing effect by placing iW Blast Powercore fixtures and eColor Graze Powercore fixtures in amber on the tower walls. They lit the main façade with iW Reach Powercore, and lit the shield in the center with eW Blast Powercore. GPE highlighted the fine architectural lines and balconies with eW Graze Powercore. Using an iPlayer 3 DMX controller from Philips Color Kinetics, the color temperature of the iW fixtures can be controlled to generate different lighting scenes on the outside façade.

Inside, where it was once dark and difficult to see, decorative details, sculptures, paintings, and pictures are now illuminated with eW Graze Powercore and eW Cove Powercore. For general illumination, GPE hid eW Blast Powercore fixtures throughout the space. The central dome is brought to life with eW Burst Powercore and eColor Graze in amber.

Even though they added new LED lighting in many areas, GPE was able to lower the Cathedral's monthly electric bill by 78%.



## Distinction

### iColor Accent Powercore

Project	444 Madison Avenue
Location	New York, New York, USA
Architect	Iu+Bibliowicz
Lighting Design	Tim Hunter and Mike Hansen, Tim Hunter Design
Engineering, Equipment, and Installation	Production Resource Group
Photography	Frederick Charles

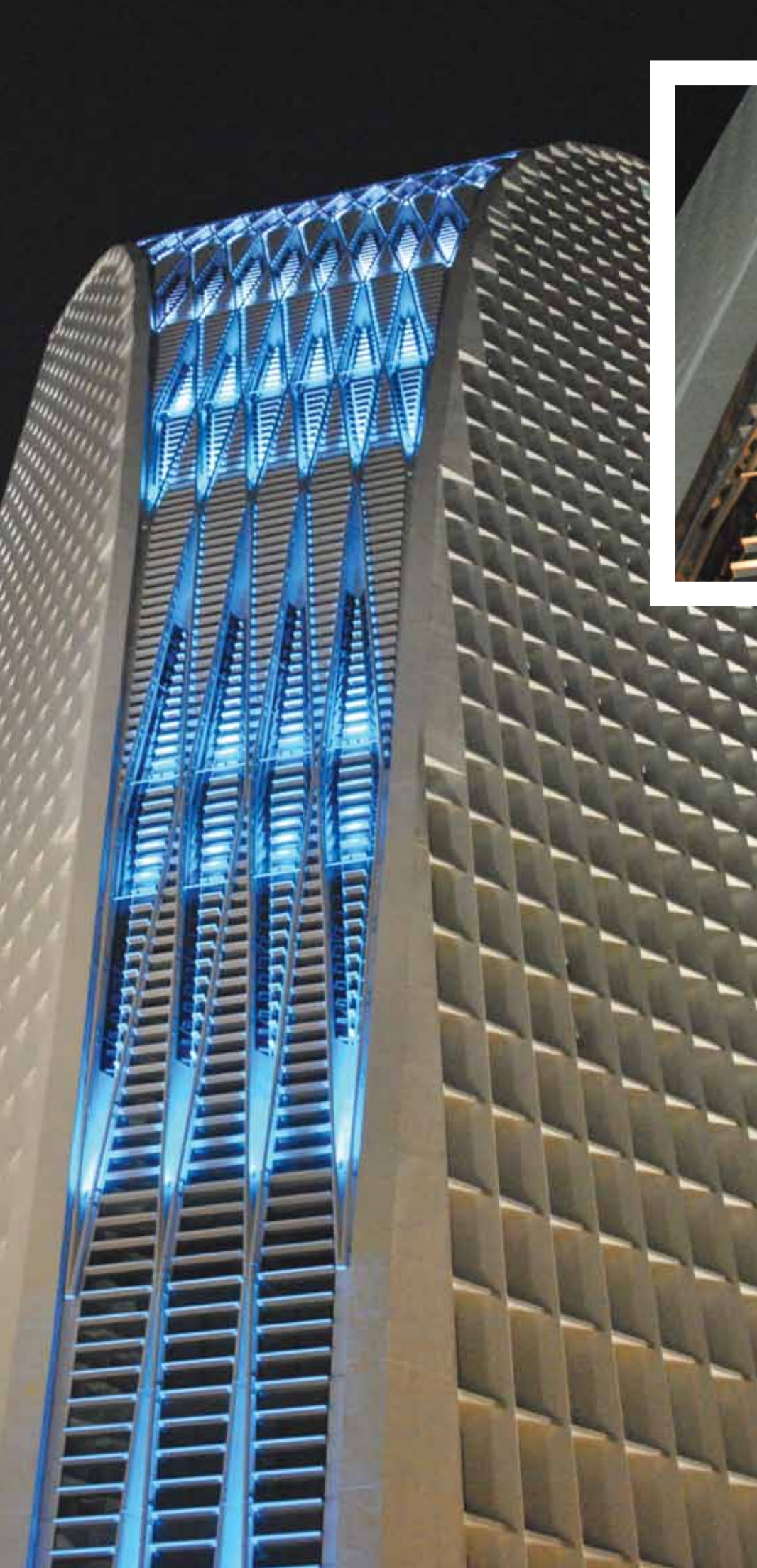
In a highly competitive real estate market, the developers of 444 Madison in New York City turned to Tim Hunter Design (THD) to conceive and develop a media sculpture for their newly renovated lobby and façade. The developers' goal was to generate interest and excitement while enhancing the cachet of the property for tenants and guests.

Using dozens of iColor Accent Powercore direct-view linear LED fixtures (now available as iColor Accent MX Powercore), THD created a 32 ft (9.8 m) wide by 10 ft (3 m) tall light sculpture. Abstract digital video sequences portray seasonal images or mimic the movements of pedestrian and vehicular traffic passing in front of the building.

To execute the design, THD turned to Production Resource Group for engineering, equipment, and installation support. The entire sculpture is tilted forward, away from the soffit wall, to help the viewing angle.

The impressive, dynamic sculpture succeeds in differentiating 444 Madison Avenue from the other high-profile buildings on its block. THD was named a Silver Award Winner for Best Corporate Permanent Installation by *Event Design* magazine in 2009 for their work.





## Harmony

### ColorBurst Powercore

Project	4G9 Office Tower
Location	Precinct 4, Putrajaya, Malaysia
Lighting Design	Lightwave Lighting Design Sdn Bhd
Architect	Jafri Merican Architect
Contractor	WCT Berhad
Lighting Supplier and Installer	LSI Systems (M) Sdn Bhd
Photography	Courtesy of Nagieb Azhar and WCT Construction

Exterior lighting plans for buildings in Putrajaya, the government administrative center of Malaysia, must adhere to the Putrajaya Lighting Master Plan. The plan promotes the use of lighting to foster the character and image of the emerging city, and sets forth specific criteria, including reduced energy consumption. Especially on building façades, exterior lighting must be architecturally compatible with the surroundings and cannot create glare, light overspill, or light pollution.

Lighting designers Lightwave Lighting Design Sdn Bhd chose Philips Color Kinetics ColorBurst Powercore LED spotlights to highlight the central strip of the 4G9 building façade, the design of which is based on the Fibonacci series, a mathematical progression connected with the golden ratio. The façade is comprised of steel tubing and sunshade devices, both painted white, and is flanked on either side with reinforced glass panels. Together with the colorful LED lighting, the complex architectural design creates a spectacular scene in the night sky.

ColorBurst Powercore LED spotlights were chosen for their long useful life and low-maintenance operation. The LED-based lighting solution is highly energy-efficient, accounting for only 1% of the building's monthly electrical bill. Because they are directional, the fixtures produce minimal spill light and light pollution. With digital control, building management can easily change the lighting colors for festivals, special occasions, and sporting events.



## Comfort

iColor Accent Powercore, iColor Cove MX Powercore, iColor Tile MX, Light System Manager

Project	Phoenix Children's Hospital	Interior Design	Sandra Miller / HKS Inc
Location	Phoenix, Arizona, USA	Programming	Blue Cottage Consulting
Lighting Design	Scott Oldner Lighting Design	Photography	Blake Marvin / HKS Inc
Architect	Jeff Stouffer / HKS Inc		

When architectural firm HKS of Dallas, Texas, performed a \$538 million expansion of Phoenix Children's Hospital, they based their renovation design on the theme of a desert flower blooming at night. Scott Oldner, Principal of Scott Oldner Lighting Design in Dallas, helped HKS form an oasis in the desert with innovative interior and exterior lighting that reflected the project's theme.

For the exterior design, Oldner had to comply with a number of uplighting and building lighting restrictions. Oldner wanted to illuminate exterior architectural elements to turn the building into a beacon that could be easily seen from almost any direction while adhering to the local Dark Sky ordinance and the project's sustainability and budget requirements. Oldner specified iColor Accent Powercore fixtures to outline the building's distinctive architectural fins and serve as a canvas for artistic color displays. Long ribbons of these fixtures descend the front of the building and merge into runs of iColor Cove MX Powercore fixtures in the lobby area, visually connecting the building's exterior and interior.

The cheerful, colorful lobby is uplit with rows of concealed, color-changing iColor Cove MX Powercore fixtures. To simulate an indoor wall fountain, HKS lined the main corridor from floor to ceiling with textured, wave-patterned acrylic, then Oldner used iColor Cove MX Powercore fixtures to uplight each section of the acrylic with water-like effects in blue and aqua. Oldner also embedded iColor Cove MX Powercore fixtures in the ceiling domes to line the hallway with bright, vivid colors. All interior and exterior LED lighting fixtures are controlled by a single Light System Manager lighting controller from Philips Color Kinetics.

Due to budget constraints, Oldner could not use LED lighting fixtures throughout the hospital. In those areas where he used traditional cove lights, Oldner specified fixtures that the hospital could easily retrofit with LED replacements for additional energy savings in the future.

Interior designer Sandra Miller suggested embedding iColor Tile MX fixtures in the walls for way-finding and interactive fun down at the toddler level. iColor Cove MX Powercore fixtures also illuminate the back walls of the retail store display boxes, while halogen spotlights, properly dimmed, set off the merchandise in white against the full-color backdrop.

"Only Philips Color Kinetics had the quality, specialized product offerings, and customer service needed to realize our vision," said Oldner. Because of the flexibility and precision of Philips Color Kinetics LED lighting systems and the high level of support offered by Philips Color Kinetics sales engineers, Oldner was able to design a lighting system that closely matched his renderings. "We gave the children and their families something unique, vibrant, entertaining, and full of life to distract them from the challenges they face entering the building," said Oldner.





## Majesty

### eColor Graze Powercore

Project	Meydan VIP Bridge and Royal Bridge	Design Engineering	Anton Bezuidenhout, Larno Meyer Srivelan Kathirgaman, Aurecon
Location	Dubai, United Arab Emirates	Lighting Design	Michael Twartz, Sunil D'Souza, and Abigail Alzaga, Aurecon
Client	Roads and Transport Authority, Meydan City Corporation	Installation	Dutco
Architect	Jennifer Tiong, TAK Architects	Photography	Philips

Dubai is renowned for its visually stunning landmarks, so it is quite a feat to create a structure that stands out from the rest. Yet that is exactly what has been achieved with the new VIP Bridge, which leads to the Meydan racecourse at Nad El Sheba. By day, the bridge is distinguished by its wave-like shape, representing the movement of a horse's mane as it gallops. At night the flowing design is visually reinforced by thousands of blue LED lights, creating a spectacle visible across the city.

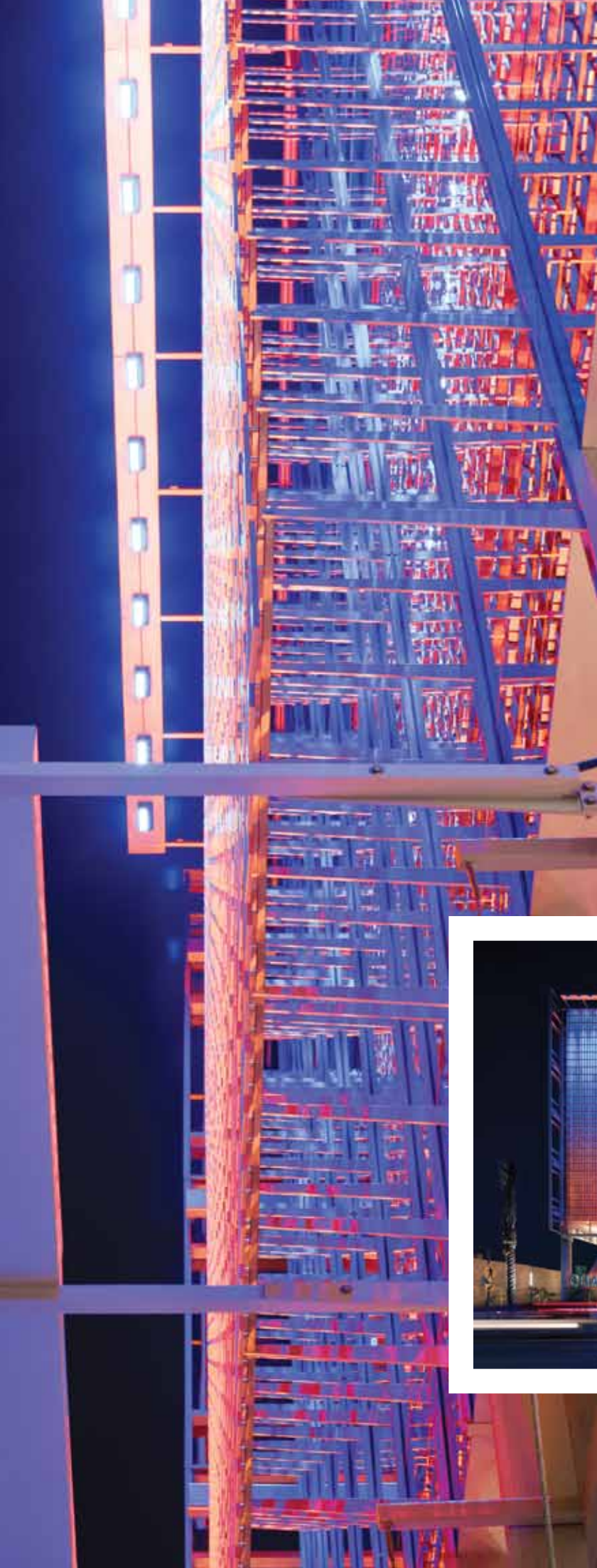
The VIP Bridge provides direct access to the racecourse's grandstand and is for use by Sheikh Mohammed bin Rashid Al Maktoum, the ruler of Dubai, and other guests. "The design brief was to ensure that the VIP Bridge stood out visually from the other bridges and that any lighting on the bridge should be blue," recalled Aurecon lighting designer Michael Twartz. He added that the fittings had to be discreet so as not to detract from the bridge's daytime appearance, and that color consistency was particularly important.

After testing a number of possible solutions, Aurecon contracted with Philips Color Kinetics to build a custom version of eW Graze Powercore with blue LED sources in place of the original white-light sources. Now available as standard eColor Graze Powercore in blue, the 2 ft (610 mm) fixtures fulfilled all of the project's lighting requirements, and perfectly matched the undulations of the bridge. Philips Color Kinetics filled the custom order quickly so that Dutco could easily complete the installation in time for the Dubai World Cup.

Because the fixtures natively produce intense, saturated light at the desired shade of blue, no control solution was required. With patented Powercore technology, fixtures receive power directly from line voltage, eliminating the need for external power supplies and supporting long fixture runs.

There are several theories as to why blue was chosen for the lighting, the most plausible of which is that the Sheikh's racing colors are blue. Whatever the reason, there can be no doubt that the final effect has rewarded the efforts and imagination of its designers.





## Vitality

eW Blast Powercore, eW Graze Powercore,  
eColor Blast Powercore

Project	Chandler City Hall
Location	Chandler, Arizona, USA
Architect	SmithGroup, Phoenix
Lighting Design	Smithgroup, Detroit
Photography	Timmerman Photography

For the \$47 million Chandler City Hall project, SmithGroup constructed an iconic centerpiece for the complex — the new Council Chambers. They clad the fully enclosed 30 ft (9.1 m) tall chamber with translucent glass panels, then principal lighting designer Jeff Gerwing backlit the panels with 28 eW Blast Powercore LED wash lights. The designers used 100 eW Graze Powercore LED grazing fixtures to provide additional backlighting and to achieve an even distribution of light.

Artist Ned Kahn created a façade of movable metal scrim made of a series of independent, perforated stainless steel screens. The action of the wind creates ripples along the scrim, which produce brilliant kinetic effects in direct sunlight. Gerwing specified eColor Blast Powercore LED wash lights to create a complementary nighttime effect using pure blue and amber light. Gerwing needed fixtures that could throw colored light to a distance of over 50 ft (15.2 m) without losing intensity. Because of their low profile, Gerwing was able to completely conceal the fixtures by mounting them in 6 in (152 mm) trays.

With LED lighting solutions from Philips Color Kinetics, the City of Chandler was able to create a striking visual centerpiece for the city while adhering to the local Dark Sky ordinance, minimizing energy consumption, and keeping operational and maintenance costs low.





## Excitement

ColorGraze Powercore, Light System Manager

Project	Adelaide Entertainment Centre
Location	South Adelaide, Australia
Lighting Design	Lighting Design Partnership
Electrical Installer	Jones & Jones Electrical
Engineering Consultant	Aurecon
Photography	James Field Photography, <a href="http://www.jame.com.au">www.jame.com.au</a>

The Adelaide Entertainment Centre features an iconic domed entry structure known as the Orb. This stunning, semi-enclosed structure is largely made up of a geodesic grid of 140 ethylene tetrafluoroethylene (ETFE) "pillows."

To give the Centre a commanding nighttime identity, Lighting Design Partnership (LDP) fitted each ETFE pillow with runs of ColorGraze Powercore linear LED lighting fixtures. The system of over 800 fixtures and 3,500 individually controllable light addresses is controlled by a single Light System Manager via an installation-wide Ethernet data network. The lighting system delivers a programmable selection of breathtaking colors and animations.

"The addressability was one of the key reasons for selecting the fixtures," commented Andre Tammes, LDP Founding Director. "It was the only LED product that allowed us to drill down to relatively small increments to provide the necessary levels of visual detail we required." Each fixture is made up of multiple 1 ft (305 mm) addressable segments. "No two ETFE pillows are the same shape, so the dimensions of each pillow had to be taken into account when programming to achieve the desired lighting effect."

"During summer in Adelaide, temperatures can soar, and as a result it gets extremely hot in the canopy of the Orb," Tammes remarked. "We needed a tough and reliable solution that wouldn't fail in the heat, and ColorGraze Powercore delivered."

Working at heights of up to 59.1 ft (18 m), Jones & Jones Electrical used cherry-pickers to install over 3,200 ft (1,000 m) of fixtures and cabling. "It was essential that a dependable LED system that would not require significant maintenance or upgrade was chosen — especially given the hard-to-access location of the LED fixtures," said David Jones, Managing Director. "The maintenance requirements of the ColorGraze Powercore fixtures are negligible. It's a real 'fit-and-forget' lighting solution."

Staff can configure the LED lighting system to run any combination of 60-plus pre-programmed lighting sequences and designs. Additional lighting sequences can be developed and customized for individual events and exhibitions.

## Prestige

ColorGraze Powercore, ColorReach Powercore

Project	Barclays
Location	New York, New York, USA
Architect	Gensler
Branding	Landor
Systems Integration	Visual Terrain
Project Management	JLS Industries
Construction Management	Structure Tone
Structural Engineering	Thornton Tomasetti
Signage Engineering	R. Scott Lewis
Electrical	JB&B
Photography	Courtesy of Barclays / Herring Media Group

Barclays has been in business for over 300 years, but when they wanted to rebrand their Americas headquarters in the heart of Times Square in New York City, they turned to the most cutting-edge technology in lighting — LEDs.

The objective for the Barclays branding project was to create a "lantern" effect on the Manhattan nighttime skyline using the Barclays corporate blue color. The design called for incorporating the Barclays name in channel lettering and the Barclays eagle logo on all four sides of the building. During the day, the lantern walls remain white. At dusk, they begin to slowly transition to Barclays corporate blue. Simultaneously, the channel letters transition from blue to white.

For the design and implementation, Barclays chose Herring Media Group (HMG). A fifty-ton steel structure was built and integrated into the existing architecture to support the mounting of the LED fixtures. The structure was covered with over 60,000 sq ft (5,574 m<sup>2</sup>) of white diffuser film to create curtain walls which serve as a projection scrim for the color-changing lighting effect.

Marc Herring of HMG chose Philips Color Kinetics LED lighting solutions to make the Barclays building stand out from the metal halide and LED video screen installations prevalent in Times Square. To uniformly saturate the scrim with Barclays blue, ColorReach Powercore and ColorGraze Powercore LED fixtures with custom lenses were installed opposite each interior curtain wall. Additional ColorGraze Powercore fixtures were positioned on catwalks above the curtain walls, and additional ColorReach Powercore fixtures were installed on vertical I-beams against the Alucobond walls surrounding the building's HVAC cooling tower in the center of the roof. These fixtures were aimed back toward the curtain walls to maximize the lighting efficiency. Altogether, the installation uses 184 ColorReach Powercore fixtures and over 1,000 linear feet of ColorGraze Powercore fixtures.

Barclays is pleased with their new lighting system, and with the fact that it supports corporate sustainability goals. According to a company statement, "Barclays was committed to sustainability with a key focus on energy efficiency principles. This concentration allowed the team to achieve an innovative design that consumes approximately 85% less energy than comparable metal halide lighting."







## Enchantment

iColor Accent Powercore, ColorGraze Powercore, iColor Cove MX Powercore, iW Cove MX Powercore, iColor Flex MX, ColorBlast Powercore, Pharos LPX controllers

Project	Vegas Mall – Ginza
Location	Moscow, Russia
Developer	Crocus Group
Project Support	Onur Yigit, Philips Turkey, LiAS Elif Gün, Elemeği Project Solutions
Photography	Philips

At 386,000 m<sup>2</sup> (4,154,869 sq ft), the Vegas supermall is one of the largest retail sites in the world, and the only themed shopping mall in Russia. Its centerpiece is a recreation of Tokyo's famous Ginza shopping street, a challenge that demanded the most breathtaking of lighting solutions.

The lighting scheme had to mimic the pulsating, vibrant atmosphere of one of the busiest districts in Tokyo. At the same time, it had to highlight each of the 32 distinctive façades along the 130 m (426 ft) street while maintaining the sense of a unified, harmonious space.

The ambitious design used a range of LED lighting solutions embedded in a variety of surfaces, from acrylic beams and glass shutters to wood and metal panels. Dynamic lighting patterns and grazing effects continuously change to create different experiences as shoppers move along the street. A myriad of iColor Flex MX nodes sparkle overhead to recreate Tokyo's outdoor shopping experience indoors.

The flexibility and small form factor of the LED lighting fixtures used in the mall made a difficult challenge a reality. Not only is the lighting scheme strikingly beautiful, but its energy efficiency and extremely low maintenance requirements also minimize operating costs.



## Audacity

### ColorGraze Powercore, iPlayer 3

Project	Valspar Architectural Headquarters
Location	Chicago, Illinois, USA
Architect	Whitney Inc.
Photography	Craig Dugan

Over the past 200 years, Valspar has grown to become one of the world's largest and most trusted paint and coatings manufacturers. Their products have helped to create the signature colors of well-known brands such as Coca-Cola and John Deere. Valspar takes pride in the beauty, simplicity, color, and performance that define them as the world's leading paint brand. When designing their architectural headquarters in Chicago, Illinois, Valspar called upon architectural firm Whitney Inc. to incorporate these key attributes into their new elevator lobby.

Because color is the most important part of Valspar's business, the main design objective for the project was to create infinite color variation throughout the elevator lobby where guests and employees enter the space. The lobby also provided a starting point for the "story of color" that unfolds throughout the space. Whitney specified ColorGraze Powercore LED lighting fixtures to wash the space with intensely saturated color-changing light.

Whitney placed the 4 ft (1.2 m) linear LED grazing fixtures along the two walls within the elevator lobby. The fixtures were installed in a recessed cove within the drywall ceiling to allow them to graze the full height of the walls on both sides of the elevator lobby. On the drywall, Whitney used Valspar paint in an off-white tone in multiple finishes — high gloss, matte, satin, metallic, and textured — to create a patterned backdrop for the colored light.

To create the lighting effects in the space, Whitney worked with a professional lighting designer to author a set of custom light shows, stored on a Philips Color Kinetics iPlayer 3 DMX controller. The standard light show gradually fades from one color to another every 60 seconds. Using Controller Keypad, a wall-mounted controller accessory, Valspar can change these light shows at the press of a button. Valspar can also program the lighting to reflect the season, highlight new paint colors, and brand the space with corporate colors when clients visits the space.



## Advocacy

ColorReach Powercore, ColorGraze Powercore,  
ColorBlast Powercore

Project	Selfridges
Location	London, England
Lighting Design	Philips
Supplier & Commissioning	Architainment Lighting Ltd
Installer	Lateral Concepts

In May 2011, prestigious UK retailer Selfridges launched a new campaign to engage the public on the issues of overfishing and ocean conservation. To bring this message to the broadest possible audience, Selfridges used LED lighting to transform the façade of its flagship London store into a shimmering, dynamic display of underwater colors.

Situated at the heart of London's bustling Oxford Street, Selfridges is one of the world's most iconic retail destinations. The building itself is a listed landmark with beautiful and historic architectural features. All year long, its thematic window displays draw eager crowds of shoppers and tourists. To support their ambitious new Project Ocean campaign, Selfridges needed a flexible and state-of-the-art LED lighting system.

Philips and partner Architainment Lighting Ltd created a dynamic, low-maintenance system capable of completely transforming the department store's façade at the push of a button. ColorReach Powercore LED floodlights highlight the building's key architectural features, while ColorBlast Powercore LED wash lights deliver a range of lighting effects. ColorGraze Powercore linear LED fixtures are used for more discreet applications.

Together, these LED fixtures cast a floating net of maritime color across three sides of the Selfridges building. The stunning effect has played an important role in drawing attention to the Project Ocean campaign, which is raising funds for marine reserves and awareness about sustainable fishing practices. The solution also contributes to the campaign's deeper objectives of sustainable living by delivering energy savings of 30%.

Together with Selfridges' in-house electrical contractor, Philips selected a special resin to mount the lighting fixtures without damaging the landmark building. To minimize disruption, facilities services company Lateral Concepts and Architainment installed and commissioned the entire system outside of store opening hours.

Rolando Faley, Selfridges' Head of Facilities and Project Management, is outspoken about the positive results. "Philips provided our store with a lighting solution that not only helps to reduce our carbon footprint, but grants us full flexibility in adapting the lighting to fit an endless range of themes and a diverse palette of colors. The 'sea' effect they created on the building's façade was truly effective in raising awareness of our Project Ocean campaign — and is just one example of all that we're able to achieve with the lighting."





# Philips, feel what light can do.



## Luxury

ColorBlast Powercore, ColorBurst 6

Project	Renaissance Amsterdam Hotel
Location	Amsterdam, The Netherlands
Lighting Design	Livingprojects
Photography	Philips

Philips is the world's leading provider of office, commercial, residential, theatrical, and outdoor lighting. Through recognized expertise in the development, manufacture, and application of innovative lighting solutions, Philips has pioneered many of the key breakthroughs in lighting over the past 100 years. Philips offers integrated lighting solutions and a diverse product portfolio, providing the optimal combination of industry-leading efficiency and quality of light for almost any application.

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- Our commitment to research and development brings the most advanced, innovative, efficient, and usable LED lighting technologies to market.
- Philips is the global market leader in solid-state lighting solutions, including LED sources, white-light and color-changing LED lighting fixtures, and digital control systems.
- As a founding member of the Next Generation Lighting Industry Alliance, Philips is leading the development of the US Department of Energy's technology roadmap, including ENERGY STAR® criteria for LED lighting.
- Philips offers LED lighting solutions for homes, offices, schools, stores, restaurants, hotels, and hospitals with a range of control options to maximize efficiency and quality of light.
- Through innovative applications of LED lighting technology, Philips addresses people's desire for immersive, interactive, and light-inspired experiences, both indoors and outdoors.
- Philips ensures product quality through extensive validation and environmental testing using accredited third-party facilities.
- Philips offers world-class customer service and technical support around the clock and around the globe.
- Philips is committed to sustainable practices, and has established industry-leading comprehensive and aggressive corporate metrics to fully address today's environmental challenges.

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LED lighting solutions since 1997

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Philips Color Kinetics  
3 Burlington Woods Drive  
Burlington, Massachusetts 01803 USA  
[www.philipscolorkinetics.com](http://www.philipscolorkinetics.com)

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