

## Press Backgrounder

### Philips Professional Solutions for Donbass Arena

Donetsk stadium is a significant project for Philips in Ukraine. Prior to this project, Philips had a strong reputation as a sports lighting expert in the Ukrainian football community after completing lighting installations at two modern stadiums: Slavutych Arena and Dnipro Arena, working as a supplier. Donbass Arena marks the first instance where Philips has worked directly with the client to provide lighting solutions.

Donbass Arena was also the first venue put into operation for this summer's major football tournament. The construction of the stadium took three years, between 2006 - 2009. The arena was designed by ArupSport, the creator of the Manchester City stadium in England, the Allianz Arena in Germany and Sydney stadium in Australia. Philips joined the project mid-way (in 2007) after their Ukraine General Manager - Joost Leeftang - met with Serhiy Palkin, CEO of Shakhtar football club. Philips and Shakhtar shared mutual interests and a history of positive collaboration, thanks to the work carried out by Philips, lighting the fields of their Kirsha training base. Both parties shared a common vision for the project and, as a result, Philips was soon involved in the Arena construction.



Construction purchaser – the owner of FC “Shakhtar” stadium  
General Planner – ArupSport  
General Contractor – ENKA  
Put into operation – August 29, 2009  
Capacity – 51, 504  
Seats for disabled – 196  
Parking spaces – 986

Donbass Arena is a unique and innovative solution. Philips provided both the product and a full service package to coordinate the project, including the concept and design development, planning, equipment supply, logistics, installation, commissioning work and maintenance.

Philips' Ukrainian office involved their European colleagues to consult on new processes as well as project management and negotiation.

Alexander Atamanenko, Donbass Arena's General Director, explains: "We would like to acknowledge the exceptional quality of Philips' products and services, and the outstanding level of proficiency, cooperation and dedication of the Philips team throughout all the stages of project development."

### Fast Facts

- Philips illuminated the whole stadium (over 120,000 square meters) using more than 10,000 different types of lamps, ranging from regular luminescent lamps to their innovative ArenaVision floodlight.
- The lighting plan was designed by Gilles Page- Philips' expert "lighting guru" - in just one month.
- 272 floodlights were used for the football field, each set up with a laser sight.
- All targeting jobs were completed by the Philips office in Ukraine. As a result, the light level on the field is 2000 lux.
- At Donbass Arena, Philips were responsible for:
  - Two giant Vidiwall LED screens, the biggest in Eastern Europe when the stadium was built. Each screen has a 92 square meter display.

- Developing a 264meter-long electronic banner of constructor-type. The banner runs around the stadium and can be transformed into a large rectangular screen as required

**For further information, please contact:**

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**Notes to Editors:**

- Areas that have been illuminated by Philips:
  1. Football field
  2. Grandstands
  3. Common areas
  4. Technical areas
  5. Adjacent park area

**About Royal Philips Electronics**

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