

The Philips logo is displayed in a white rounded rectangle on a dark background. The word "PHILIPS" is written in a bold, blue, sans-serif font.

Urban lighting

ESCO in Ávila



Case study

Ávila's **return** to enlightenment

The local government of Ávila and Philips join forces to redesign the city's lighting

“

We know that light changes people's lives and is capable of marking the rhythm of a community or a space”

Ignacio Muñoz Martín
Manager at Eulen (ESCO) responsible for the project's installation and maintenance



The city's redesign will coincide with the 5th centenary of the birth of Saint Teresa of Ávila – one of the most important figures in the city's history. Saint Teresa was renowned worldwide for her devotion to enlightenment, which she brought to others through her writing. **This project will enable the city of Ávila to regain its status as a global benchmark for enlightenment, not in a spiritual sense, but rather through a focus on the functional and decorative.**



city.people.light

Ávila was selected as winner of the international urban lighting competition, **City.People.Light** in 2015. Find out more about the award at philips.com/citypeoplelight





Public lighting

ESCO in Avila

Panorama



Ávila
Spain

Client

Local government of Ávila

Date

2014 - 2015

Location

Ávila, Spain

Philips managers

Antonia Altamirano David Escudero

Products used

Selenium LED, Luma, UrbanStar



“**Working with Philips makes things so much easier,** giving you a catalog of products that fulfill every need or requirement you could possibly encounter”

Rafael Gallego
Lighting Designer at AureoLighting



The city’s government worked with Philips to renovate the lighting citywide, making it more sustainable as well as enhancing the experience of discovering the streets and monuments that enlightened Saint Teresa in her day.

“When we take on a project to change a city’s lighting in its entirety, it is essential to know how to manage that change. Communicating the short- and medium-term objectives is fundamental to enabling the city’s residents to understand the process,” says Rafael Gallego, Lighting Designer at AureoLighting.

Perhaps the most important aspect of this project was the importance of communicating to the locals how the changes would take place, what they’d involve, and how it would break down into phases. “The first phase of switching the functional lighting to LED ignited some uneasiness among the local population,” he adds. “Suddenly, the light pollution reduced dramatically and neighbors complained that the monuments had ‘disappeared,’ now that they were no longer bathed in that surfeit of light they used to be.” A media campaign and the subsequent launch of the second phase – the ornamental lighting – caused that “uneasiness” to fade away and the city could finally identify with its new lighting.

The philosophy behind the new lighting

Ávila's new lighting is divided into four segments: functional lighting, ornamental lighting, event lighting and business lighting. These four segments are distributed as a series of layers, one on top of another, meaning you can switch each layer on and off, or adjust the brightness of each layer according to the needs of each moment in time.

- Public lighting
- ESCO in Ávila
- Small Market Square**



The project carefully took into account all the needs that a city like Ávila (with Heritage of Humanity status) and its residents might have.

To achieve this, the team developed and refined the idea of the “new nocturnal landscape” that would define the city’s personality after nightfall. “The first thing we did was to understand the lighting requirements in the different areas of Ávila, both inside and outside of the historical city walls,” explains Rafael Gallego. “We also wanted the lighting to form part of the city’s identity and enhance its position in the tourism industry even further, by improving people’s experience of strolling around the city at night. And all with sustainable lighting that only Philips could provide,” he concludes.



When you are flooded by light, the architecture gushes forth from another dimension, **two design methods combining for a single goal: to convey**”

Cristina Sanchidrian
Municipal Architect in Ávila

Main benefits



Improved
visual
comfort



76%
average energy
savings with
LED lighting



12 years
service lifetime



0€
maintenance
for fixtures



Reduction of
162 tons of
CO₂ per year

For this project, Philips LED warm white luminaires (3000 K) were used inside the city walls, and neutral white luminaires (4000 K) were used outside the walls. This approach helps avoid unnecessary confusion by using a higher color rendering index that enhances visual comfort for passers-by. These luminaires reduce power consumption

by up to 77% compared to the previous installation, saving 2,767,000 kW per year and reducing CO₂ emissions by 162 tons per year, which positively affects the city's air quality. In addition, the new lighting system has a service lifetime of 12 years, thus reducing the cost of maintaining the luminaires to almost zero during that period.

Public lighting
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ESCO in Avila
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Historical
city center
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