

# PHILIPS

Toulouse, France

Urban lighting

## Rekindling the magic of Toulouse

### Re-illuminating the city

A completely bespoke lighting solution has helped to rekindle the magical charm of downtown Toulouse. The high quality of light creates a warm and inviting atmosphere, which, combined with the hospitality of the residents, makes the city more pleasant and alluring than ever before. Its architecture and monuments can now be truly appreciated and the city streets are a pleasure to explore after dark.

“Toulouse regained its magical glow with a customized solution that met all the city’s diverse needs.”

Jen-Luc Moudenc, Mayor of Toulouse

### A unique challenge

When Jen-Luc Moudenc was appointed as the new Mayor of Toulouse in 2014, one of his inaugural promises was to ‘rallumer la ville de Toulouse’. His aim was to bring the magic of the historic city back to life with light, emphasizing the beautiful architecture and enhancing the atmosphere at the same time as improving safety and saving energy.

### A 1:1 retrofit solution

The local authority was looking for a 1:1 retrofit solution that would enable them to complete a fast, cost-effective upgrade, without replacing luminaires and their fixings, as the people of the city felt a great deal of warmth towards the historic, iconic lanterns. But as their requirements went beyond simple ledification, they wanted to have different light settings delivered by a single retrofit kit, a customized solution had to be delivered.

### A customized solution

The old high-pressure sodium (HPS) lighting infrastructure was upgraded with a customized solution, built especially for the project. Each of the classic lanterns was combined with a custom-made retrofit kit:

- At the base of the luminaire, a LED module provides functional illumination throughout the night to improve visibility and increase safety.
- Subtle up lighting also emphasizes the beautiful facades. A specific LED light source provides warm white light to create a soft, inviting, and cozy ambience. To reduce light pollution and respect the needs of residents at night, the level of ambient light can be reduced or even switched off completely.
- On top of each luminaire, an optional small floodlight was used to highlight the architectural features of surrounding buildings. The floodlight is equipped with a Dynadimmer controller for scheduled dimming to reduce light nuisance and maximize energy savings.



## Public approval

At the final approval stage, citizens were asked to give their feedback on the proposed lighting solution. And we created some test sites, installing the lighting in a typical street in Toulouse to help citizens imagine the effects it would have across the whole city center. A local lighting designer and an urban architect were also consulted to advise on what would be the most desirable effect.



### Saves energy

The new LED installation, combined with Dynadimmer controls, saves 50% on the cost of energy compared to the old installation.



### Creates magical ambiances

The new lighting creates a warm and inviting atmosphere, making the city more pleasant and alluring than ever before.



### Enhances architecture

The rose-colored terracotta brick buildings, a distinctive feature of the city, take on a special glow in the early morning and late afternoon, giving the city a truly magical charm. The new retrofit kit is used to highlight architectural features of buildings in downtown Toulouse.



### Improves visibility and safety

LED modules at the base of the luminaires provide functional illumination throughout the night, improving visibility and increasing safety.



### Reduces light nuisance

After 1.00 am, the level of ambient light is reduced or switched off to reduce sky glow and light pollution, respecting residents' night time, thereby making it a more attractive place to live.

## About Toulouse

Toulouse is the capital city of the southwest Occitanie region in France. Situated on the banks of the River Garonne, it is one of the most beautiful historic towns in France with UNESCO World Heritage Sites. It also has a unique architecture that features distinctive pink terracotta bricks, which is why it is also fondly known as la Ville Rose (the Pink City).

## Fast facts

**Customer**  
City of Toulouse  
**Location**  
Toulouse, France  
**Products**  
Customized 1:1 retrofit kit for classic lanterns  
**Control**  
Philips Dynadimmer

To find out more about Philips LED lighting for urban spaces visit  
[www.philips.com/urbaninspiration](http://www.philips.com/urbaninspiration)

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