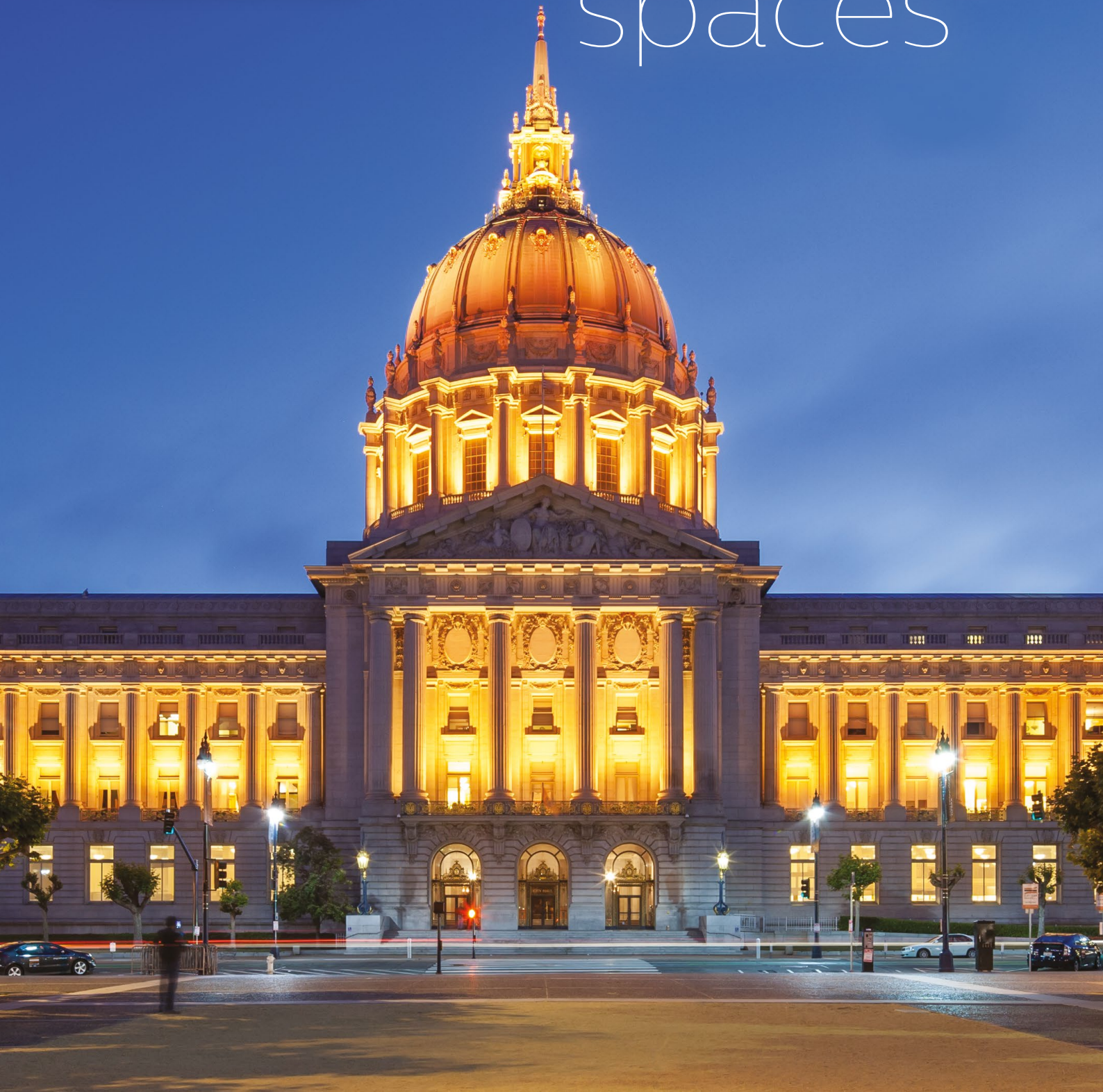


**PHILIPS**

Public lighting

# Transforming spaces







# Your city's **time to shine**

With unprecedented urbanization and most of the global GDP growth taking place in the world's top cities, more and more municipalities are investing in lighting bridges, monuments, and façades to make their cities more livable by creating vibrant urban activity at night.

New lighting on these structures can create unforgettable visual experiences, increase pride of residents, attract tourists, and drive commerce. And now, with the flexibility of remote programming, this lighting can change almost instantaneously, keeping a brand fresh or a destination compelling.

#### Cover credits:

San Francisco City Hall, San Francisco, California, USA  
Lighting Design: Toby Lewis, Arup  
Electrical Engineer: Jonathan Gervais, RE, Arup  
District Project Director: Rob Reiter, San Francisco City Hall Real Estate Division  
IT Support: Norman Goldwyn, IT Director of City and County of San Francisco  
Building Electrician: Bill Carlile, San Francisco Real Estate Division  
Electrical Contractor: Paganini Electric

#### This page:

The Bay Lights, San Francisco, California, USA  
Artist: Leo Villareal  
Special thanks to: ILLUMINATE, the California Department of Transportation, and the Metropolitan Transportation Commission  
Photography: James Ewing



# Architectural LED lighting systems for your city



The historic railroad bridge. The distinguished city hall façade. The symbolic monument. Structures define cities and municipalities. They tell your story, welcome visitors, highlight your history, define your culture, and much more. Add architectural LED lighting systems to these structures and they can take on a new life for both your citizens and visitors.

Philips has been the trusted partner for cities and municipalities of all sizes when lighting their most important structures. We were the first, and still are the most recognized global leader in architectural LED lighting systems and services. Our expertise and proven track record for transforming environments through dynamic and innovative uses of light have made us the lighting choice for some of the most celebrated landmarks and more than 50,000 installations around the world.

**Why trust your city to anyone else?**

## Credits l-r

**Torre Colpatría**  
Bogotá, Colombia  
Photography: Steven King

**Edirne Tunca Bridge**  
Edirne, Turkey  
Client: T.C. Edirne Governorship  
Project Partner: Lumicom Lighting  
Photography: Yuksek Coz

**San Francisco City Hall**  
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**Baron Palace**  
Cairo, Egypt  
Lighting Designer: Ramez Youssef  
Project Manager: Mohamed El Okda  
Façade Lighting Segment Manager: Mohamed Khamies  
Photography: Anmar Keylani  
  
**Le Vêrone, vente-privée building**  
Paris, France  
Client: vente-privée  
Artist: Pucci de Rossi  
Architect: Jean-Michel Wilmotte  
Lighting Engineer: Cyril Tristani, D'enco



# Dynamic LED lighting rejuvenates **a 400-year-old bridge**



## **Edirne Tunca Bridge** Edirne, Turkey

When the Governor's office of Edirne, Turkey, launched an initiative to rejuvenate its local monuments using light, the 400-year-old Tunca Bridge was the first landmark to receive a new dynamic LED lighting system.

To keep consistent with the low light levels of the area, the new lighting design focused on the 12 vault-shaped arches underneath the bridge. Color-changing Philips C-Splash 2 fixtures were used to highlight each arch. On the upper part of the bridge, the inscription pavilion in the center shines like a beacon with its exterior illuminated with color-changing ColorGrazee MX Powercore and ColorBlast Powercore fixtures.

The combination of lighting creates a subtle, but beautiful effect and uses 53% less energy than the previous system. The lighting is programmed to match the natural colors of the stone but can also be changed for holidays and special occasions. Citizens and visitors alike now enjoy the beauty of the bridge that holds such historical significance to the area.

**Client:** T.C. Edirne Governorship  
**Project Partner:** Lumicom Lighting



# A marriage of architecture, art, and digital technology

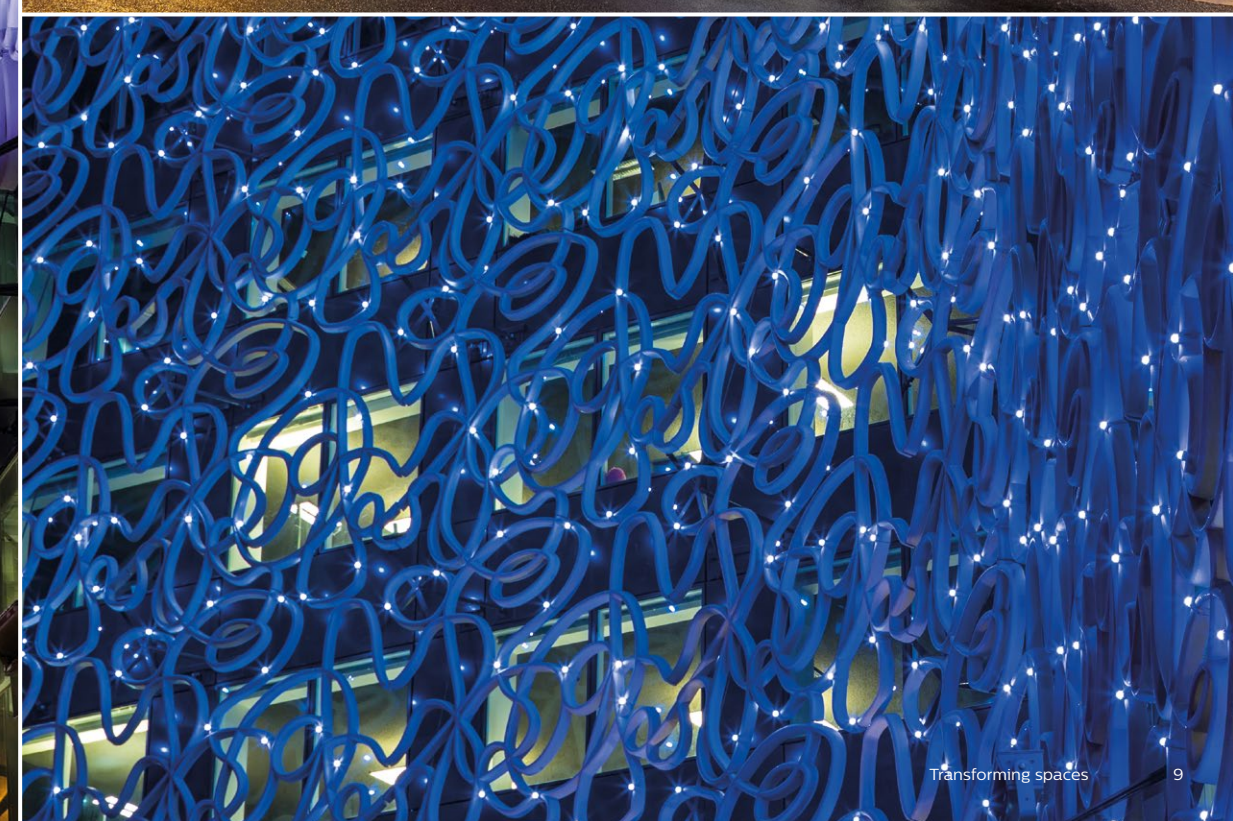
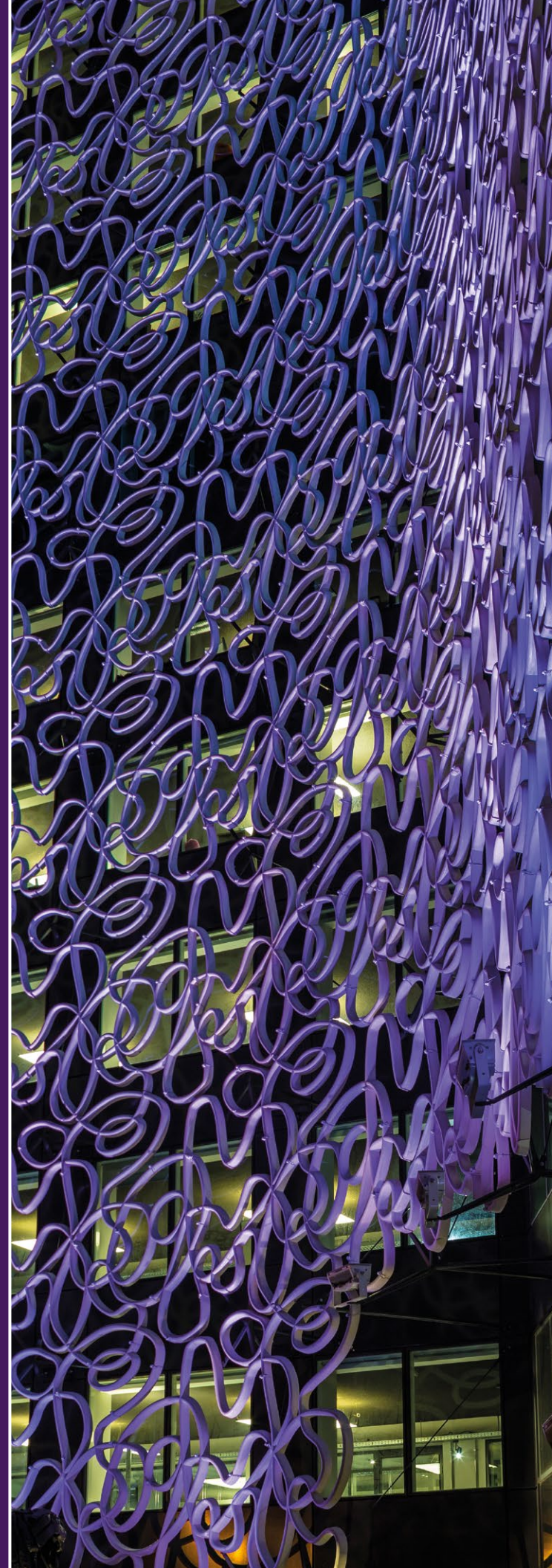
## Le Vérone, vente-privée building Paris, France

Le Vérone, home to French e-commerce company vente-privée, was designed by Pucci de Rossi, renowned Italian designer and artist. Architect Jean-Michel Wilmotte restored the building that is distinguished by a fiber-reinforced concrete latticework that forms a piece of artwork on top of the building façade.

Jacques-Antoine Granjon, founder and CEO of vente-privée, requested a lighting solution that would not only illuminate the building, but the artwork as well. The lighting also had to complement the images on the high resolution screen that also adorned the building and incorporate vente-privée's signature pink brand color.

To create a starlight effect on the latticework, Cyril Tristani from D'enco used strands of Philips iColor Flex LMX gen2. Altogether, a total of 1,950 individually addressable nodes were installed. To wash the building in color, D'enco chose Philips ColorReach Compact Powercore. The dynamic lighting combined with the latticework showcases a spectacular marriage of architecture with art and digital technology.

**Client:** vente-privée  
**Artist:** Pucci de Rossi  
**Architect:** Jean-Michel Wilmotte  
**Lighting Engineer:** Cyril Tristani, D'enco  
**Certified value added partner:** Citeos







# An engineering wonder dazzles in the Moroccan desert

## Mohammed VI Bridge

Rabat, Morocco

The Mohammed VI Bridge, that honors the King of Morocco, is the longest cable-stayed bridge in Africa. The newly inaugurated road bridge is an engineering marvel that spans six lanes wide and measures 3,100 ft (950 m) long and 650 ft (200 m) high.

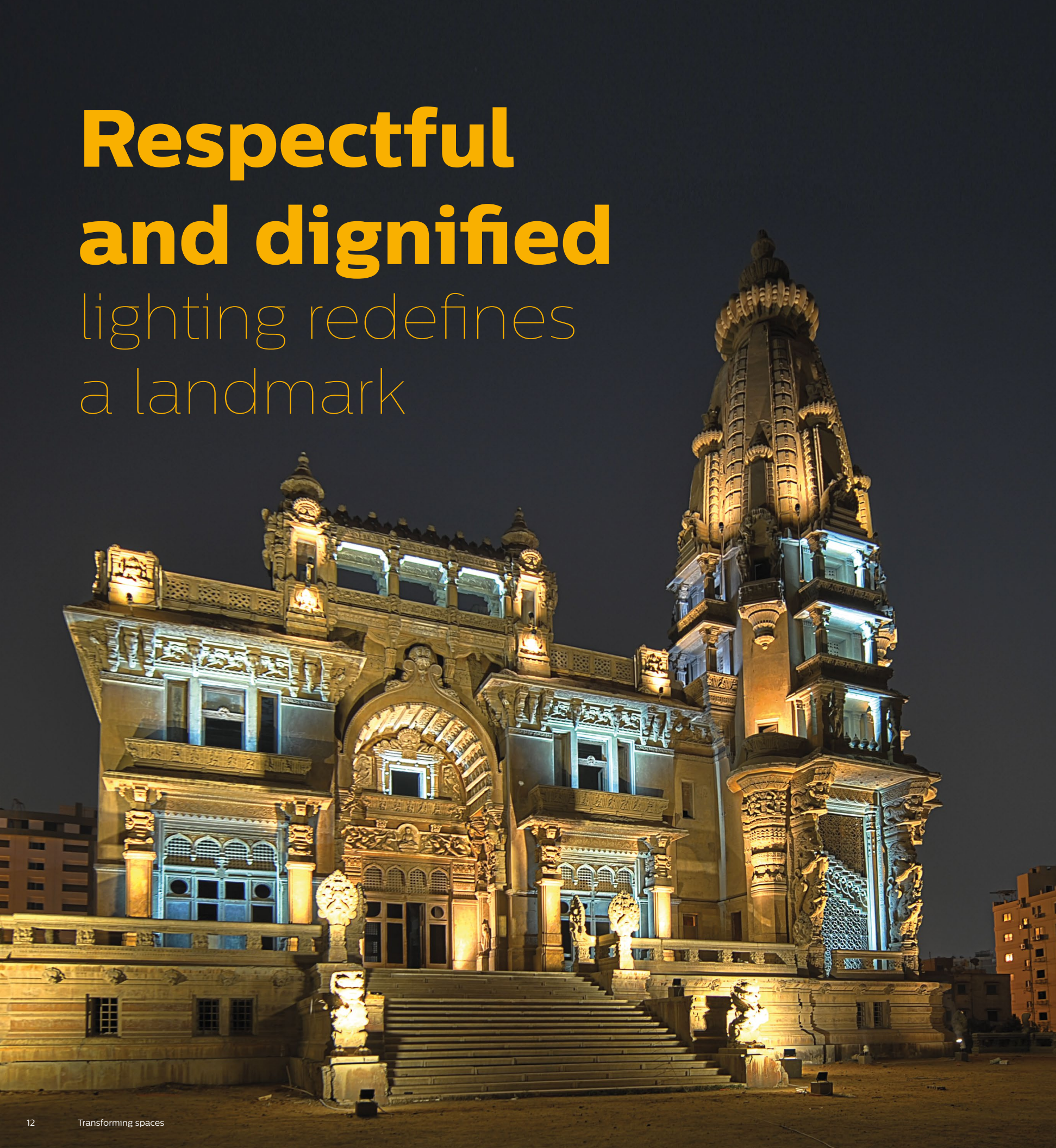
The iconic new landmark, which connects the capital Rabat to the city of Salé, was a major infrastructure project and is a symbol of Morocco's modernization. The unique architecture of the bridge – including the two 650 ft (200 m) towers and 160 cables that support the structure – is highlighted with a Philips dynamic LED lighting system. The bridge shines magnificently in the desert sky at night and provides a breathtaking view as vehicles approach the spectacular structure.

**Project Owner:** Société Nationale des Autoroutes du Maroc (ADM)  
**Architect:** STRATES (H. Vadon)  
**Technical Consultant:** SETEC TPI  
**Lighting Designer:** Marouane Moukmir  
**Electrical Contractor:** EQUELEC



# Respectful and dignified

lighting redefines  
a landmark



## Baron Palace

Cairo, Egypt

In the early 1900s, Baron Empain, a Belgian industrialist and colonial entrepreneur, settled and formed Heliopolis, a desert suburb 10 mi (16.1 km) outside of Cairo. Here, the Baron commissioned the construction of his own personal palace that was inspired by the Hindu temples of Orissa in India and Angkor Wat in Cambodia.

Heliopolis today is an elite district of Cairo and Baron Palace has become a landmark of curiosity, legend, and Egyptian history. The Egyptian government bought the palace in 2005, although it remains closed to the public today. The palace was in need of a refreshing makeover, and in 2014, it was chosen to be lit as part of the Philips Cairo to Cape Town Roadshow.

The lighting design team wanted to highlight the main points of architecture, decoration, and particular details of the palace that mimic the Angkor Wat temple. The lights also needed to create different scenes to complement the various functions of the palace. But most importantly, the lighting system would need to respect the integrity of the historical landmark with subdued lighting.

Philips eW Graze QLX Powercore fixtures fill void areas, such as doors, windows, and dome openings, to create a contrast between warm and cool white. eW Burst Powercore fixtures spotlight the palace's ornamental architecture with a warm white light. Vaya Flood LP White & Mono fixtures were used for washing the steps and fences with white light. Altogether, the LED fixtures decreased the palace's power consumption by 80%.

Lighting Designer: Ramez Youssef  
Project Manager: Mohamed El Okda  
Façade Lighting Segment Manager: Mohamed Khamies  
Photography: Anmar Keylani



**Busan North Harbor Bridge**  
Busan, South Korea

Located on the Korea Strait, Busan Metropolitan City is South Korea's largest port city and a hub for tourism and commerce. The Busan North Harbor Bridge connects the Nam District in south-central Busan to Youngdo Island and is intended to relieve traffic in downtown Busan.

A Philips dynamic LED lighting system was used to transform the bridge into a prominent national landmark with a design that highlights the beautiful diagonal suspension cables. The bridge is illuminated in a staggered array of saturated colors and programmed to shift every 20 seconds, providing a dream-like experience for travelers crossing the bridge.

Lighting Designer: Jeong Seob of H Avenue Company



**Torre Colpatria**  
Bogotá, Colombia

Torre Colpatria is a 50-story skyscraper located in the busy downtown area of Bogotá, Colombia. One of the tallest buildings in the country, the tower has been an icon of the Bogotá skyline since construction was completed in 1979.

Throughout the years, the tower's designers experimented with color-changing exterior lighting. Most recently, the owners had even grander aspirations for Torre Colpatria – to transform its four sides into a massive video matrix.

To create the effect, strands of Philips iColor Flex LMX were mounted to the building's façade. The result is surreal and stunning: Torre Colpatria is ablaze with pulsating light. Dancing silhouettes, spinning sunflowers, and New Year's Eve countdowns are just a few of the images that Torre Colpatria has displayed and the possibilities are endless.

Photography: Steven King





Overpass of the Roundabout of the Victims of Katyn, Krahov, Poland  
Lighting Designer: Mariusz Kozoduj  
Electrical Contractor: P.R.E.T. i M.K.S ELEKTROKONTEL Kraków  
Photography: Jacek Bakutis

# Take your architectural LED lighting system to the next level

## Connected lighting systems and services

Adding a connected lighting management platform to your architectural LED lighting system enables it to share data about its status and operations allowing for better management of your lighting investment by your maintenance team or services partner.

Philips ActiveSite is a cloud-hosted connected lighting software that allows authorized system users to remotely monitor, maintain, and manage architectural LED lighting systems. It is simple to install, secure to use, and easy to access from anywhere there is an internet connection.

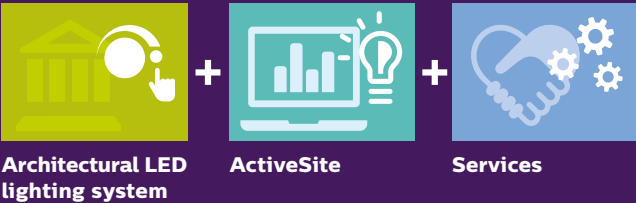
## Choose how ActiveSite can best work for your architectural LED lighting installation

Depending on your business goals, staff, and needs, ActiveSite can support different scenarios



### ActiveSite (SaaS)

With its software-as-a-service platform, ActiveSite is easy to deploy and gives your dedicated maintenance team quick access to start monitoring, maintaining, and managing your lighting system.



### Philips services enabled by ActiveSite

Philips and our value-added partners offer customized services to suit your requirements and meet your business objectives.

We can take care of the whole process for you or, you can choose how much you want us to be involved, picking the level of service you require. Many services offerings, such as remote monitoring and content management, are enabled by ActiveSite.



# ActiveSite

Remotely monitor, manage, and maintain your architectural LED lighting installations from anywhere in the world

Total  
control



anytime,  
anywhere



## Key features

-  **Master dashboard**  
Centralized view and management of all connected installations
-  **Device monitoring**  
Operating status of fixtures, power supplies, and controller
-  **Temperature monitoring**  
Notification of operating fixture temperature and over temperature conditions
-  **Device properties**  
Including serial number, DMX address, firmware version, IP address
-  **Remote device configuration**  
Remote programming of fixture and power supply parameters
-  **Remote content management**  
Remotely edit, trigger, and schedule lighting shows and effects
-  **Asset management**  
Digital record-keeping of all current assets and replacements
-  **Alarm management**  
Record of current and historic alerts for every device in the installation
-  **E-mail alerts**  
Automatically sent to any authorized user in the system
-  **Reports**  
Standard and customizable report templates for status, properties, and assets
-  **Charts**  
Data analytics and performance tracking
-  **System diagnostics**  
Remote monitoring and configuration of network devices
-  **Secure connectivity**  
Industry standard security and encryption techniques





“

**ActiveSite is a powerful tool**

and without it, constantly monitoring the façade and identifying an individual fixture issue 820 ft (250 m) in the sky, would be a time consuming and difficult task.

**Marc Largent**

Managing Director and Founder  
Magic Monkey Lighting Designer  
CEPSA Tower

# The sky's the **limit**

Peace of mind for a  
**high-profile brand**

**CEPSA Tower**

Madrid, Spain

The CEPSA Tower is the second tallest building in Spain and a prominent building in the Madrid skyline.

To reflect its innovative spirit, CEPSA decided to differentiate its new headquarters in the city skyline with a dynamic LED lighting system. Marc Largent, lighting designer for the project and managing director and founder of Magic Monkey, proposed the impressive façade design – two glass curtain walls, designed by Foster + Partners and measuring 815 ft (250 m) over 45 floors, integrated with 2,500 Philips LED lighting fixtures.

To protect the lighting investment and CEPSA's presence in the sky, Largent also incorporated ActiveSite into the installation, which monitors the Tower's fixtures 24 hours a day. Authorized users are alerted to any system anomalies, and can quickly dispatch maintenance crews to the exact location to fix any problems.

In addition to remote monitoring, Philips ActiveSite has robust content management capabilities, allowing authorized users to monitor, modify, and change light shows and effects instantly, and with no system downtime. If CEPSA has no lighting technicians on site, they or an authorized Philips technician can schedule content remotely and make it live on the building in a short period of time.

Lighting Designer: Marc Largent, Managing Director and Founder, Magic Monkey  
Architect: Foster + Partners  
Photography: [www.magicmonkey.net](http://www.magicmonkey.net)





# Intensifying the emotional experience

“The new Philips lighting enables us to make a clear statement about the place that the German soccer champions call home, both for the local fans and for international competitions between stadiums and clubs.”

Jürgen Muth, CEO Allianz Arena München Stadion GmbH

## for fans

### Allianz Arena Munich, Germany

Allianz Arena is home to FC Bayern Munich, the most successful club in German soccer history with a record of 25 national titles and 17 national cups. The arena is also Europe's largest and Germany's first stadium with a full color-changing exterior.

The Philips connected lighting system gives Allianz Arena a stunning nighttime presence, highlights its unique structure, and enhances the urban landscape. Fans who gather for home games are welcomed by an illuminated red and white façade. During evenings when games are not being played, the arena is lit in subtle, slow

color-changing patterns that form waves, clouds, and elegant horizontal and vertical sequences. The new energy-efficient system saves approximately 60% on electricity costs and 362 tons of CO<sub>2</sub> annually.

ActiveSite helps ensure the lighting system – comprised of 26,000 addressable nodes – is performing optimally. Philips is providing lifecycle services, including monitoring and maintenance, enabled by ActiveSite. If any system anomalies are detected, the service team is immediately alerted and can dispatch a maintenance crew to quickly resolve the issue.



# The impact of lighting

**Cities, and private and public organizations, are using dynamic LED lighting in new and unique ways.**

Many of these lighting installations do much more than provide light, and in many cases, spark increased tourism, economic development, community pride, social interaction, and neighborhood revitalization.

To better understand the potential comprehensive impact of these lighting projects, Philips commissioned an impact evaluation and analysis of a sampling of diverse installations.

**Read the full report at**  
[philips.com/measuringimpact](https://philips.com/measuringimpact)



Photography: Rick Freidman

## River Lights in the Rock

Little Rock, Arkansas, USA

Entergy Arkansas and Entergy Charitable Foundation contributed \$2 million to a public-private partnership to help fund the lighting of three bridges that have become **a beacon of civic pride for residents.**

Used to promote conventions with more than **60,000 attendees with a tourism impact of \$19 million**



Visible from nearby locations visited by **1.2 million people per year**

Garnered media coverage with a combined reach of more than **70.6 million**



Based on findings from an impact evaluation and analysis of a sampling of Philips Lighting installations performed by Boyette Strategic Advisors.  
For the full report visit [philips.com/measuringimpact](https://philips.com/measuringimpact).





Artist: Leo Villareal  
Special thanks to: ILLUMINATE, the California Department of Transportation, and the Metropolitan Transportation Commission  
Photography: Lucas Saugen

# The Bay Lights

San Francisco, California, USA

The Bay Lights, the **world's largest light sculpture**, was temporarily installed to commemorate the 75th anniversary of the Bay Bridge and is now a permanent feature in the skyline.

Original installation estimated to be  
**seen by 50 million people**



Funded with a total investment of  
**\$12 million resulting in an economic impact of \$18 million**

Garnered media coverage with a combined reach of more than **650 million**





