



Press Release

July 8, 2025

Signify's Color Kinetics architectural LED luminaires activated on the east side of Milwaukee's Hoan Bridge, extending the visibility and joy of this iconic landmark

- *The connected lighting system premiered on the west side of the bridge in October 2020*
- *Light the Hoan uses lighting technology to raise cause awareness, host an annual Intern Challenge and create unique community experiences*

Bridgewater, NJ – Dynamic, color-changing architectural LED lighting from [Color Kinetics](#), a [Signify](#) (Euronext: LIGHT) and [Genlyte Solutions](#) brand, are officially activated on the east, harbor-facing side of Milwaukee, Wisconsin's Hoan Bridge. The milestone marks the full illumination of the bridge, extending the joy and visibility of this iconic landmark to even more people across the city.

More than 1,800 [Color Kinetics FlexElite nodes](#) and [ArchiPoint fixtures](#) have been shining nightly on the Hoan Bridge's west side since October 2020. Light the Hoan remotely monitors, manages and maintains the dynamic architectural lighting assets and content. The team creates and schedules 150+ color-changing light shows each year, to build awareness for causes, honor holidays, cheer on the city's sports teams and support other events.

"The community didn't know what to expect," said Erika Smith, Executive Director at non-profit [Light the Hoan](#), which started as a community-driven initiative to illuminate the bridge. "Now, we can't imagine our city without the lighting. It transformed a dark area in Milwaukee's skyline into a symbol of civic pride and unity."

The east side lighting, which mirrors the west side's design, allows new audiences, including visitors to the city's science museum and lakefront destinations, boaters, cruise passengers and even those flying into Milwaukee, to enjoy the bridge's brilliant display.

"Lighting the east side of our skyline is huge," continued Smith. "That said, while the bridge's visual enhancement is completed, Light the Hoan's work is not done. We're just at the start of exploring how to use the technology to connect and engage the community, create new venue and business opportunities, and highlight Milwaukee's brightest stories."

Light the Hoan's [annual competition](#) challenging interns to convey their employer's mission, brand and values through the lighting is a shining example of this. The program has seen year-over-year growth in participation, with more than 400 interns from 14+ local companies experiencing this intersection of technology and art in summer 2024.

Learn more about the [other engagement opportunities](#) Light the Hoan has planned, with the support of its dynamic architectural LED lighting solutions from [Color Kinetics](#).



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About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals, consumers and the Internet of Things. We unlock the extraordinary potential of light for brighter lives and a better world. Our advanced products, systems and data-enabled services deliver business value and transform life in homes, buildings and public spaces. In 2024, we had sales of EUR 6.1 billion, approximately 29,000 employees and a presence in over 70 countries. We feature in the [Dow Jones Sustainability World Index](#) and hold the [EcoVadis](#) Platinum rating, placing in the [top one percent](#) of companies assessed. News from Signify can be found in the [Newsroom](#), on [LinkedIn](#), [Instagram](#) and [X](#). Information for investors is located on the [Investor Relations](#) page.

About Genlyte Solutions

[Genlyte Solutions](#), a business unit of Signify, has a 120+ year legacy of lighting innovation and manufacturing in the US, Canada, Mexico and Central America. We continue to lead the lighting industry's transformation with our collection of cutting-edge indoor and outdoor luminaires, LED lamps and electronics, and connected lighting systems and controls. Our brands include Ledalite, Lightolier, Day-Brite CFI, Lumec, Hadco, Gardco, Color Kinetics, Philips, Philips Dynalite, Interact and BrightSites. Genlyte Solutions can be found on [LinkedIn](#) and [Instagram](#).