



Press Release

May 28, 2021

Newly-completed Illuminated River installation celebrates the unique character of London's landmark bridges

- The visionary artwork now spans across nine central London Thames bridges, from London to Lambeth
- Signify's Interact Landmark and Color Kinetics LED luminaires transform the Thames with dynamic, artistic lighting effects controlled via centrally-managed software
- At 3.2 miles long, Illuminated River is the world's longest public art commission
- 90 million people a year will see the nine-bridge artwork

Guildford, UK – [Signify](#) (Euronext: LIGHT), the world leader in lighting, announced five new additions to London's River Thames [Illuminated River](#) installation. This brings the number of bridges transformed by dynamic, connected and energy-efficient LED lighting up to nine. Five bridges were switched on in April 2021, completing the installation that now spans 3.2 miles from London Bridge in the east to Lambeth Bridge in the west.

Blackfriars Road, Waterloo, Golden Jubilee, Westminster and Lambeth Bridges have each received a unique treatment from New York-based artist [Leo Villareal](#) and award-winning London architects [Lifschutz Davidson Sandilands](#). The artist and architects were selected by an international jury in an open competition in 2016. Signify was [awarded the contract](#) to supply lighting for the bridges in 2018 due to its extensive experience in delivering dynamic, architectural lighting scenes across some of the world's most iconic landmarks.

Leo Villareal's sympathetic palette of gently moving hues and pastel colours brings the separate identities of the bridges to life, while highlighting their unique underlying architecture and engineering. Each of the nine bridges features Signify's [Graze](#), [Reach](#) and [Blast](#) products from [Color Kinetics](#). In addition, iColor [Accent](#) was used on the parapets of Waterloo Bridge and iColor [Flex](#) was used so that the nodes could be positioned precisely within the crests of Westminster Bridge. All of the energy-efficient LED lighting is connected to Signify's [Interact Landmark](#) software and system architecture, which is used to monitor the installation from a single, secure dashboard.

Illuminated River provides the public the opportunity to enjoy the beauty and calm of the Thames and its bridges and observe the varied architectural and engineering heritages along London's river. The project was funded almost exclusively by philanthropists with the support of the Mayor of London, and was completed on time and on budget despite challenges presented by COVID-19.

"At Illuminated River we wanted to create an enduring artwork celebrating the Thames and its bridges and highlighting the city's creativity. We have brought together a wide range of partners and stakeholders to deliver this complex and challenging project," said Sarah Gaventa, Director



Illuminated River Foundation. “Signify’s flexible products and extensive experience has helped realise the artist’s creative vision in an environmentally sustainable way.”

“As the main artery driving the historic success of the UK’s capital, the Thames deserves to be seen, understood, and celebrated. I am immensely proud that Signify is part of a project of this scale and vision,” said Stephen Rouatt, Chief Executive Officer for Signify UK and Ireland. “Here, light is both functional and beautiful, transforming the night-time appeal of the riverside while highlighting and reinterpreting nine of the city’s great accomplishments of architecture and engineering.”

The Illuminated River Foundation has planned a public engagement programme of new and innovative evening activities for different audiences (in line with potential tier restrictions). Composers from Guildhall School of Music and Drama have created new music inspired by the bridges and the artwork, [available to freely download](#).

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About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2020 sales of EUR 6.5 billion, we have approximately 37,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in 2020, have [been](#) in the Dow Jones Sustainability World Index since our IPO for four consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.

About Illuminated River

Illuminated River is a free public artwork created to bring gently moving light and colour to nine of London’s bridges, giving them a new definition and visibility. The artwork is a positive and joyful celebration of London and its river, illuminating the city’s beauty and character at night for the benefit of residents and visitors alike.

Supported by the Mayor of London, the environmentally conscious light commissions are unique to each bridge. Individually, the artworks celebrate the architecture, engineering and histories of each of the bridges. Collectively they work to showcase London as a world-class creative city.

Illuminated River is the longest public art project in the world (3.2 miles when calculated across both sides of each bridge), and in a normal year will be seen by over 90 million people. It will be in place for at least ten years, with the Foundation funding all maintenance, replacement and electricity costs.



In the midst of the pandemic, the calm and tranquil effects of this open-air artwork take on an even greater significance; encouraging Londoners to walk along the Thames, to pause and take in the beauty of their city. In a difficult time, the artwork is a resilient symbol of London as a uniquely innovative world capital.

About Illuminated River Foundation

An independent charity, the Illuminated River Foundation was set up to deliver the major public artwork, Illuminated River. The Foundation has received generous funding from Arcadia – a charitable fund of Lisbet Rausing and Peter Baldwin, the Rothschild Foundation, the Blavatnik Family Foundation and the Reuben Foundation. Seed funding was awarded from the Mayor of London’s Office for the initial competition, and from the City of London Corporation for replacing light fittings on London Bridge.