



Press Release

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Tradeston Bridge lighting upgrade signals a brighter future for Glasgow's Clydeside

- Bespoke lighting project combines vibrant, energy-efficient Color Kinetics LEDs with Interact connected lighting platform to create dynamic light shows
- Project is part in the Glasgow Region City Deal investment for the Clyde Waterfront and contributes regeneration, place quality and connectivity to the local area.

Guildford, UK– [Signify](#) (Euronext: LIGHT), the world leader in lighting, has enhanced Glasgow's Tradeston Bridge with dynamic, sustainable, connected lighting. The newly illuminated pedestrian and cycle bridge spans the river Clyde, connecting the Tradeston and Broomielaw districts, and was seen as part of the backdrop to the UN Climate Change Conference (COP26) last year.

The lighting project was delivered by Glasgow City Council as part of the City Deal 'Clyde Waterfront and West End Innovation Quarter' programme, which shall deliver £113.9M capital investment and shall regenerate the river corridor as a desirable urban quarter that attracts jobs, investment and contributes to regional economic growth. The newly illuminated bridge will aid the regeneration of Tradeston, connecting the new Barclays Glasgow Campus to the city's financial district on the West side of the city centre, encouraging increased footfall on the bridge, attractiveness of the area for businesses, citizens and visitors and in turn boosting the local economy.

A fresh new lighting design complements the bridge's eye-catching, wave-like structure and form. The handrail has been fitted with custom stanchion lighting using Color Kinetics high-performance professional LED lighting products from Signify. The system is connected to Signify's Interact Landmark software application, which controls the lights from a central dashboard and offers the ability to monitor and manage performance and outages from a single, secure dashboard.

The entire project has been delivered in partnership with Lightways (Contractors) Ltd who are specialists in providing all types of exterior lighting throughout Scotland. The project includes a five-year lifecycle package, managed through Interact Landmark Lighting Asset Management that enables remote and on-site maintenance, along with energy savings through regular system optimisation. Interact Landmark Scene Management provides the ability to programme and manage dynamic light shows remotely, enabling the scene to be changed to suit the season, festival, or event.

"Light is one of the most powerful means of breathing new life into cities and towns, heralding a new era of urban design and beautification. The new installation at Tradeston Bridge combines cutting-edge design and sustainable LED technology, that ensures energy efficiency, connectivity and innovation," commented Stephen Rouatt, CEO, Signify UK & Ireland.



“We’ve lit bridges around the world and seen first-hand the positive impact that dynamic architectural lighting has on transforming local communities and economies. Color Kinetics, a scalable and innovative technology, is a perfect solution as it can help achieve a unique vision for the bridge.

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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 2021 sales of EUR 6.9 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 five 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.