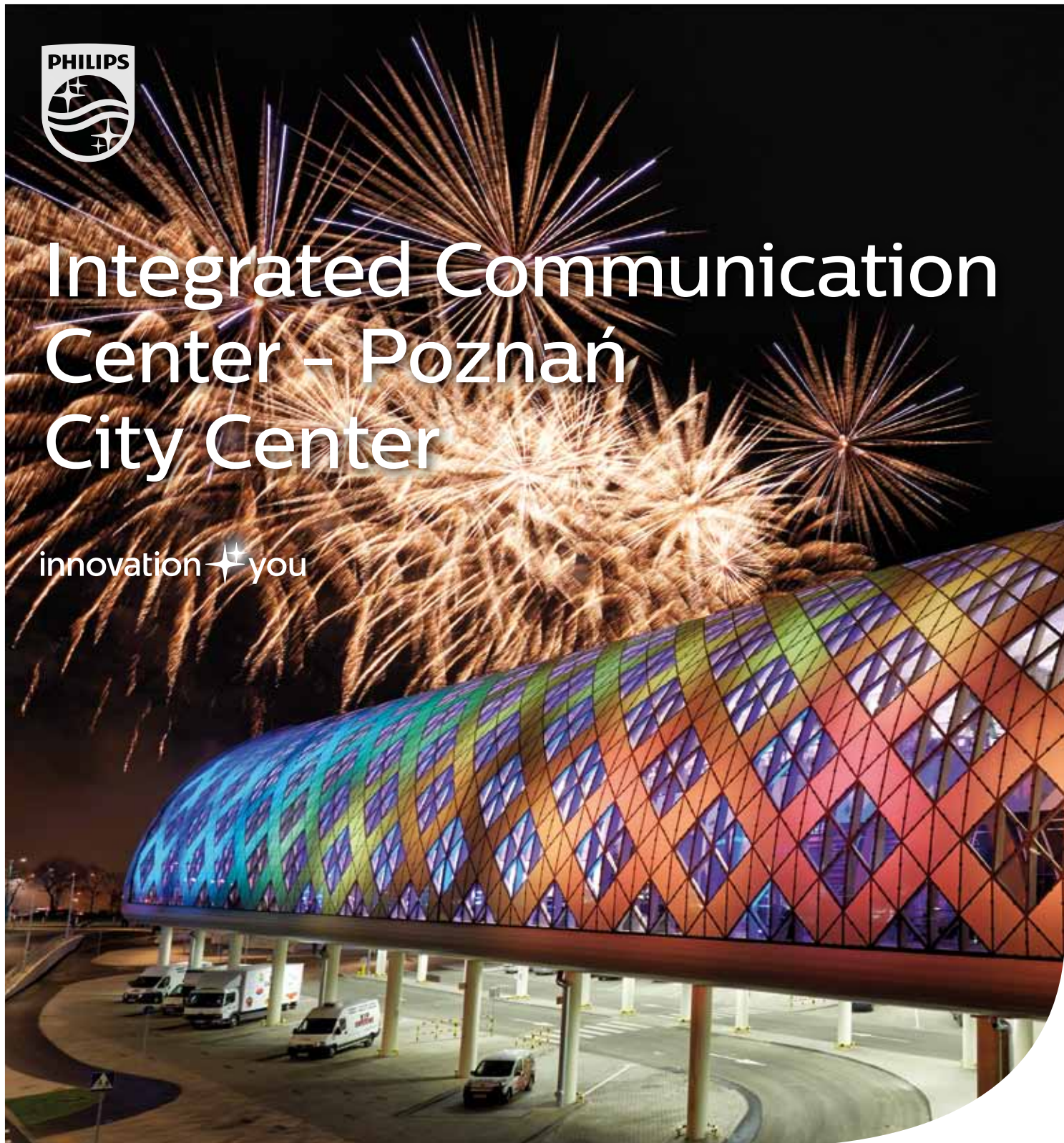




Integrated Communication Center – Poznań City Center

innovation ✨ you



Location
Philips Lighting

Poland, Poznan
Color Reach Compact, Vaya Linear LED RGB,
Vaya Cove RGB, Downlight Dueta



PHILIPS



„The co-operation with Philips met top level of service standards and gave us a lot of satisfaction. The team spared no effort to provide us with the most innovative solution and to complete the work in time.”

Stefan Cuvin, Project Manager TriGranit Development Corporation

The largest centrally controlled LED illumination system for facades and shopping center interior



Project Information

Investor
TriGranit Development sp. z o.o.
[limited liability company]

Project
Integrated Communication Center
- Poznań City Center

Location
Poznan, Poland

Lighting solution
Color Reach Compact, Vaya Linear LED RGB,
Vaya Cove RGB, Downlight Dueta

Implementation
Philips Lighting Poland JSC

People responsible for the project
Stefan Cuvin - Project Manager TriGranit
Development Corporation
Marcin Gryt - Key Account Manager,
Witold Antosiewicz - Lighting Designer,
Jakub Guźniczka - Control System Designer



Introduction

Poznań City Center is a modern shopping center, located in the vicinity of a PKP train station, with over 250 retail outlets, 1500 parking spaces and a bus terminal. The total area of the center is 58,000 m² GLA. The investor – TriGranit Development – decided that a modern and dynamic lighting system would be one of the most important aspects, creating the building's high standards and affecting its aesthetic qualities. Moreover, the investor expected the exterior and interior illumination of the center to be developed by one partner, which would provide comprehensive LED solutions and illumination control systems, in accordance with the latest trends and cutting-edge technology. As a result, Philips was selected to carry out the project. Close cooperation was required between the representatives of Philips and many other partners: the developer, manager, architects and general contractors of the new building.

Illumination concept

The illumination project for the new Poznań City Center shopping center assumed that light would be used as an element distinguishing this place from other shopping malls creating the brand and prestige of the new building. A dynamic exterior lighting scheme was planned to be a magnet, attracting potential clients to visit the center. Modern interior lighting provided an appropriate mood creating favourable conditions for shopping and encouraging pe-

ople to spend time in restaurants and cafes. In the recessed areas of the ceiling a total of 4.5 km of professional LED RGB luminaires were used, with the possibility of changing their colour and intensity, which enables creating sophisticated plans and lighting scenes, enhancing the organisation of various events at the premises of the shopping center.

„We created one communication network, by integrating three separate installations: Cove RGBs inside the building, the eastern elevation illumination placed in decorative cassettes, covered by glass, and finally direct cove illumination from Compact Color Reach projectors. The entire project is visualised by a map, presenting the arrangement of the building, which enables custom configurations and the creation of appropriate lighting schemes”, says Jakub Guźniczka, Philips Control System Designer. The LED control system is managed from one central point. The Light System Manager is the heart of the entire system, it can run 15,000 RGB luminaires, which gives 45,000 DMX addresses. Over 12,000 luminaires were used to illuminate the gallery, and 1600 were used outside, for the elevation.

Benefits

Using long-lasting, energy-saving LED diodes to illuminate the Poznań City Center significantly reduced the energy costs and simplified the maintenance of the entire lighting network.





LED technology was used in over 60% of the lighting solutions implemented at the shopping center and proved its excellence in the illumination of the exterior of the building - the representative facade. As a result, intriguing lighting effects were obtained, drawing the attention of city's inhabitants and travellers visiting the train station to the building - they could be potential customers. Inside of the building, the majority of the lighting is provided by meta-halogen luminaires, and the decorative illumination of the passages is provided by LED Cove luminaires, setting an appropriate atmosphere, which influences emotions and moods of clients - encouraging them to do shopping. An integrated control system makes it possible to establish an interesting link between events held inside of the building, for example, parties taking place inside, and the exterior illumination.

As summarised by Marcin Gryt, the person responsible for the project at Philips Lighting - „LEDs like to be controlled. LED technology uses a small chip located inside of the luminaire, which makes it possible to easily achieve various lighting effects, depending on the

season of the year or event, and in shopping centers the illumination additionally takes on marketing functions, used for promotion.”

Thanks to the excellent properties of colour representation of LED lights, the interior of Poznań City Center presents itself in a natural way, and the illumination emphasises and emphasises its character, creating an inviting atmosphere. The illumination of such a large facade, connected in a dynamic way with the interior of the building by a centrally managed control system, has been implemented on a scale previously unseen in Poland, putting this building on a par with other, similar shopping centers in Europe.

Poznań City Center has been rewarded at EuropaProperty's 3rd annual CEE Green Building/ City Awards in two categories: Mixed-use Project of the Year and Retail Project of the Year. The jury appreciated the innovative character of the project. The EuropaProperty Awards is one of the most prestigious award ceremonies in the real estate and investment sectors, in which international experts evaluate projects, selecting the best from the best.



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Date: January 2014