

**PHILIPS**



Industry Lighting

Triple Double  
Eindhoven

Case study

**Philips LEDs bring  
industrial heritage  
to the modern age**

“

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Bob van Oosterhout  
 Director, Triple Double



Visit Strijp-S in Eindhoven and you can't miss it; dynamic sports images flashing across a gigantic LED wall on building SX. Strijp-S is an industrial heritage site, and where once glass blowers produced Philips light bulbs, we now contribute to a contemporary new look. The LED wall on the side of the building and changing colors from LED strips on the roof structure have created a dynamic landmark. And LED lighting in the building's classic TL luminaires merges a proud industrial heritage with an energy-efficient present. It is an inspiring work environment.

**Making a difference in sport marketing**

Strijp-S provides a mix of living, working and recreation, and hosts events like the Dutch Design Week. Building SX is the former Philips glass factory, and the oldest on the complex. It now houses Triple Double, a successful sport marketing company. Director Bob van Oosterhout said, "When I first came here and looked around, I wasn't immediately convinced." He was searching for a suitable location for his business, and SX was just another address on a long list. And the condition of the building gave little cause for excitement. That was until Erwin Westra, a project manager for Park Strijp Beheer who looks after the premises, pushed up the suspended ceiling to reveal a skylight. "At that moment, I knew this building was the one," added Van Oosterhout. Triple Double rented a thousand square meters, and in collaboration with Park Strijp Beheer, developed a concept to attract other sport-focused companies into the remaining four thousand. The center for sport, marketing and media was born.

**How it was done**

To make the building visually appealing from the outside, Van Oosterhout and Westra looked for a striking addition to attract attention. In close collaboration with Philips, they installed an LED wall at the front of the building. Vertically stretched LED strings were mounted on the recessed strips of the sheet pile wall. A matrix of more than 7,000 iColor Flex LEDs produces impressive images that are visible from far away. The editing and control of the animations on the LED wall are taken care of by Living Projects. All tenants can use this wall for promoting their activities, providing they have an

association with sport. In the evening, the rectangular roof construction also attracts attention. The changing colors of the Philips Vaya Linear LED strips turn the building into a dynamic landmark from every angle.

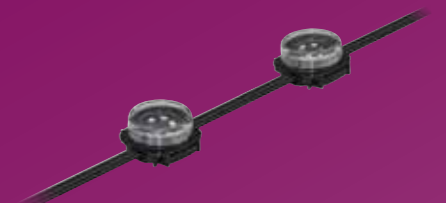
**What it means**

The entire building was completely stripped, but to respect its past, architectural features like the skylight, staircase and steel structure were preserved. The metal fluorescent light boxes were one of the gems of the existing building. These silent witnesses of a former industrial age fit in wonderfully with the new look of the building. "They deserved a second lease of life," said Van Oosterhout. "What's more, Philips could replace the old fluorescent lighting with LED tubes fairly easily. We have been able to retain the industrial look, but furnish it with the latest, energy-smart lighting technology." The fluorescent light boxes complement the unique design of Van den Pauwert, the architects commissioned to re-style the building. Alongside the work stations, the building also houses a sport café, a wing for start-up businesses, an auditorium, flex spaces for students and the largest sport (marketing) library in the Netherlands.

**The last word...**

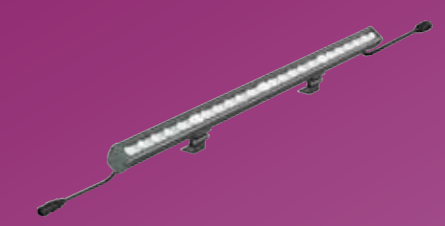
"I love this building," said Van Oosterhout. "The history and industrial quality harmonize perfectly with the innovative concept. Every day we get requests from people asking to organize events here." The transformation of building SX also attracts new tenants and 90% of the complex was rented within a month of the official opening in October 2014. Erwin Westra: "This building is a great asset for Strijp-S and Eindhoven in every respect."

Lighting solutions realised in this project



**iColor Flex LMX**

iColor Flex LMX is a flexible strand of large, high-intensity, full-color LED nodes designed for extraordinary effects. They can be installed without the constraints of fixture size, shape, or space. The high light output enables long distance viewing of architectural accents, perimeter lighting, signage and large video displays.



**Philips Vaya Linear LED strips**

Vaya Linear LED strips create a reliable and cost-effective LED lighting fixture designed for fixed or dynamic colorful lighting effects. Vaya Linear is ideal for wall washing and grazing applications.





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Date of release October 2015.

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