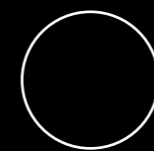


**CREATIVE  
NORDIC  
LIGHT**

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**PHILIPS**



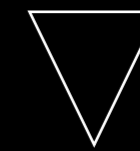
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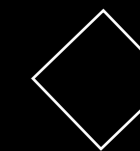
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**THE  
DRIVE**

## EMOTIONS AND STORYTELLING

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This might be the most important thing that Philips offers our business partners.

The technology in our products is of course also important, however we see our partners thinking more in terms of storytelling, where the role of the lighting is to support specific atmospheres, experiences and wellbeing. And when our partners think like that, it is our most important task to understand their core vision and the story behind it. Only this way we can give the valuable consulting that we want. A consulting which through our knowledge about innovation, technology and design helps our partners to find the qualified solutions that summarize aesthetics, concepts and technology – regardless of whether the individual solution has to interact with architecture, urban areas or specific design.

Our drive has been created through a 122-year long history within lighting. It began with an incandescent bulb in 1891, and today, we have a global leadership in LED. In our daily work we push the boundaries of creativity and continue to light up the world and improve people's life through meaningful innovation.

**THE  
MAGIC**

A white outline of a hexagon is positioned on the right side of the image. The text 'THE MAGIC' is written in a bold, white, sans-serif font. The word 'THE' is on the top line, and 'MAGIC' is on the bottom line. The text is centered horizontally within the hexagon's outline.

## WHERE ARCHITECTS ARE, THERE WILL ALSO BE LIGHT

Especially in the North where the classic rigorous and simple architecture is characterized by the flow of light, and where, among others, the tradition within design is based on the play of light. At the same time half of the hours in a year are dark, and therefore many Nordic architects and designers are increasingly making use of the possibilities, within the recent developments of innovative lighting solutions. As an example, they use illuminated surfaces and effects in ways that simultaneously reflects today's lifestyle, emphasize original ideas and settles into the Nordic tradition and identity. Today compared to earlier, it also might be the users of the architecture, the urban space and designs that are taken into consideration. The solutions, including the light, have to be meaningful to people and communicate experiences and atmospheres. The use of colored light is one of the relatively new opportunities implemented in the Nordic countries, and exactly colored light is an excellent tool to create scenes and effects, which for example can be adapted to specific events.

Colored light can also highlight amazing architectural details, create unique atmospheres in urban spaces and stimulate the colors of natural daylight.

In the following we show you some of the remarkable solutions that our lighting products have helped realizing.



## RIJKSMUSEUM

//  
NETHERLAND

Rijksmuseum in Amsterdam chose LED lighting as it brings out the unique features of each work of art, outlining the visual contrast, and the atmosphere in the paintings. The lighting design is made with a strong focus on the visitor experience and the conservation of the artworks. The ideal solution should create effects and visual contrasts that would imitate the color rendition of natural daylight as far as possible.

### PRODUCTS

StyliD  
Fortimo LED Spotlight  
Dyalite DALI System





# ISS

//

## DENMARK

ISS moved into their new global Headquarters in Søborg, Denmark, in the fall of 2013. The building has been redesigned to suit the needs of ISS. One of the central elements in the new HQ is the ISS University. The walls of the round room are covered by Philips Luminous Textiles panels. The panels are showing ISS' services and brand identity. It attracts attention and leaves visitors with a memorable impression of ISS.

PRODUCT

Luminous Textile Panels





## NORDIC LIGHT HOTEL

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**SWEDEN**

Light Meetings are a creative meeting and conference venue at the Nordic Light Hotel in the center of Stockholm. The vision for the site is among others to give the meeting guests a number of lighting experiences. The concept is a mixture of integrated design, architecture, functional lighting and "experience lighting"

### PRODUCTS

StyliD  
iColor Flex

## PENTAGON

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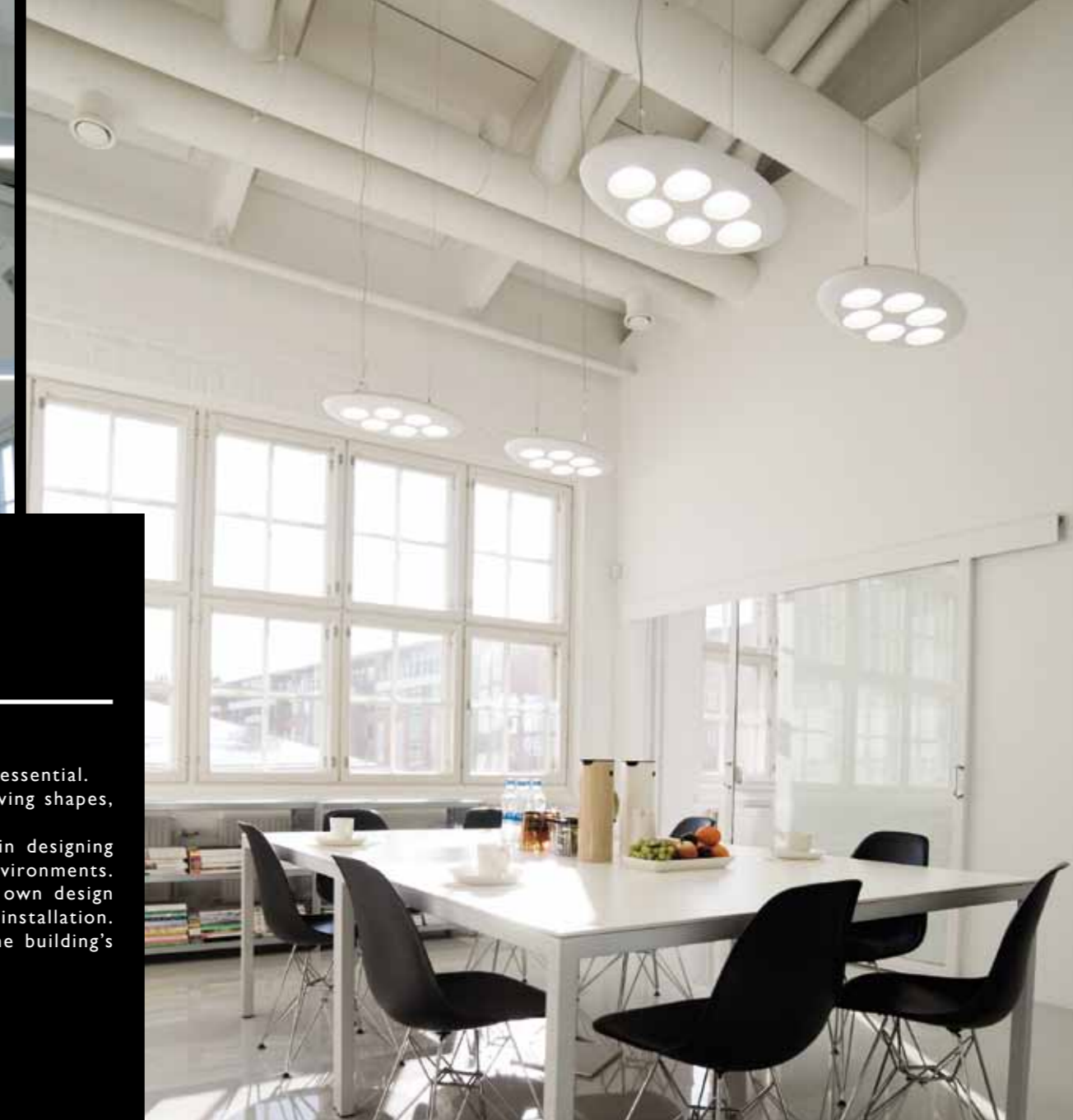
**FINLAND**

When working with design, good lighting is essential. The correct lighting is crucial when perceiving shapes, materials and colors.

Pentagon Design is an agency specialized in designing everyday products, services and social environments. The lighting concept combines Pentagon's own design skills and visions with a functional electrical installation. The light fittings are well integrated of the building's architectural style.

### PRODUCTS

LumiStone  
Celino LED  
eW Blast Powercore





## EMPIRE STATE BUILDING

//  
USA

Rising 102 stories above the streets of Manhattan, the Empire State Building (ESB) is internationally recognized for its great history, graceful Art Deco architecture, and elegant tower lights, which illuminate the top 30 stories with various color schemes to mark important anniversaries and events. The revolutionary lighting retrofit has given the ESB a renewed dominance on the New York City skyline. In addition to dramatically reducing maintenance and simplifying the tower's scheduled solid-color light displays, the new system allows for dynamic, spontaneous light shows and unique performances that will further the building's status as a global icon for years to come.

### PRODUCTS

ColorReach Powercore  
ColorBlast Powercore  
Color Graze Powercore  
iW Graze Powercore



## ROYAL BRIDGE

//  
UNITED ARAB  
EMIRATES

Every year, VIPs and members of the Royal family attend the spectacular Dubai World Cup at the Meydan Race Course. The VIPs and the royal family access the race course by crossing a special route over the Meydan VIP Bridge and its extension, the Royal Bridge. In order to elevate the prominence of this route and to create an architectural landmark in the city, it was decided that the bridge should be illuminated. The illuminated bridge, seen by millions of visitors, creates a spectacular display of blue ribbons against the night sky, and serves as a special VIP entrance for the royal family and their guests.

### PRODUCTS

eColor  
Graze Powercore





## TAMPERE

//

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### FINLAND

Parking lots rarely get much attention, however in Finland it is worth making an exception. In Tampere which is located almost 180 km from Helsinki, there is a parking lot that has received two awards for design and ease of use. The focus within the design has been for the light to be both functional and decorative. The two diverse awards also emphasize the unification of functionality and aesthetics in the project. One award is from European Parking Association and the other is the Finnish lighting prize; Valosta Award, where P-Hämppi won the prize for best indoor lighting project.

#### PRODUCTS

Color Graze Powercore  
 eW Graze Powercore  
 Color Blast Powercore  
 eW Fuse Powercore  
 Luxspace  
 StyliD

## BAKKEN

//

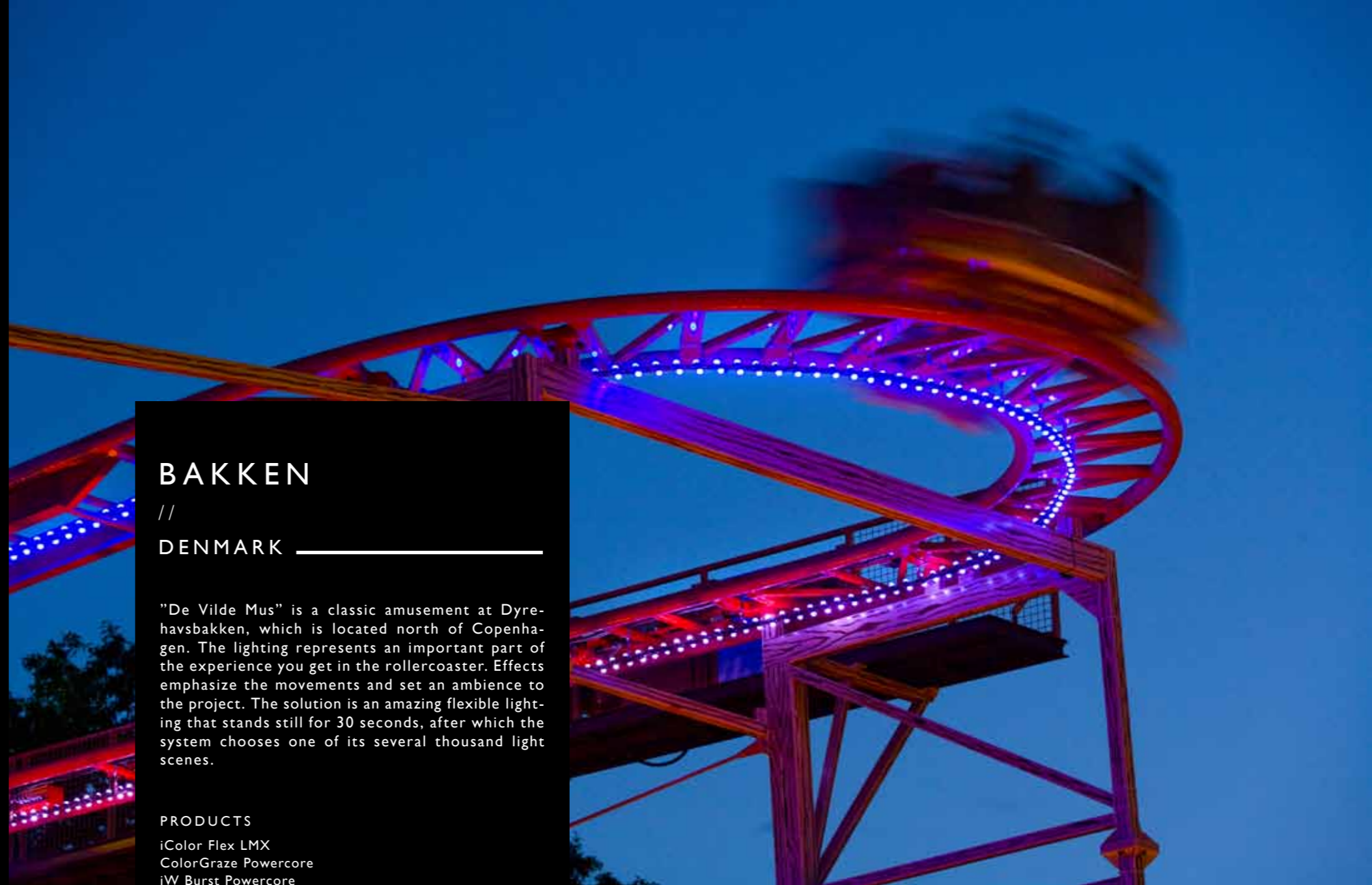
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### DENMARK

"De Vilde Mus" is a classic amusement at Dyrehavsbakken, which is located north of Copenhagen. The lighting represents an important part of the experience you get in the rollercoaster. Effects emphasize the movements and set an ambience to the project. The solution is an amazing flexible lighting that stands still for 30 seconds, after which the system chooses one of its several thousand light scenes.

#### PRODUCTS

iColor Flex LMX  
 ColorGraze Powercore  
 iW Burst Powercore



## BELLA SKY COMWELL HOTEL

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 DENMARK

The Bella Sky Comwell Hotel, located in Copenhagen, Denmark, is not only an architecturally beautiful hotel; it is also one of the largest in Scandinavia. In order to draw attention to the new building, the building was floodlit after dark, to temporarily illuminate the exterior of the hotel. The hotel chose to have the fixtures display six colors. Each color was displayed for 30 seconds, with a seven second transition to the next color in the sequence.

PRODUCT  
ColorReach Powercore

## STAVANGER FORUM

//

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 NORWAY

Grass LED does more than just illuminate – the fixture emphasizes the green concept of the area with its organic look and low energy consumption. Stavanger Forum is situated close to the water and characterized by strong westerly winds. All fixtures have been positioned in one direction so that they “bend” by the wind and give the impression of them being sculptures, blending in naturally in the area.

PRODUCT  
Grass LED

## CARLSBERG

//

### DENMARK

During the city's annual Culture Night in October, Copenhagen comes alive with entertainment and adventures for people of all ages. Carlsberg Brewery Headquarters hosts several events during Culture Night. To heighten anticipation, draw attention, and attract more visitors, they decided to temporarily light the headquarters and surrounding buildings throughout the event with fun and festive colors.

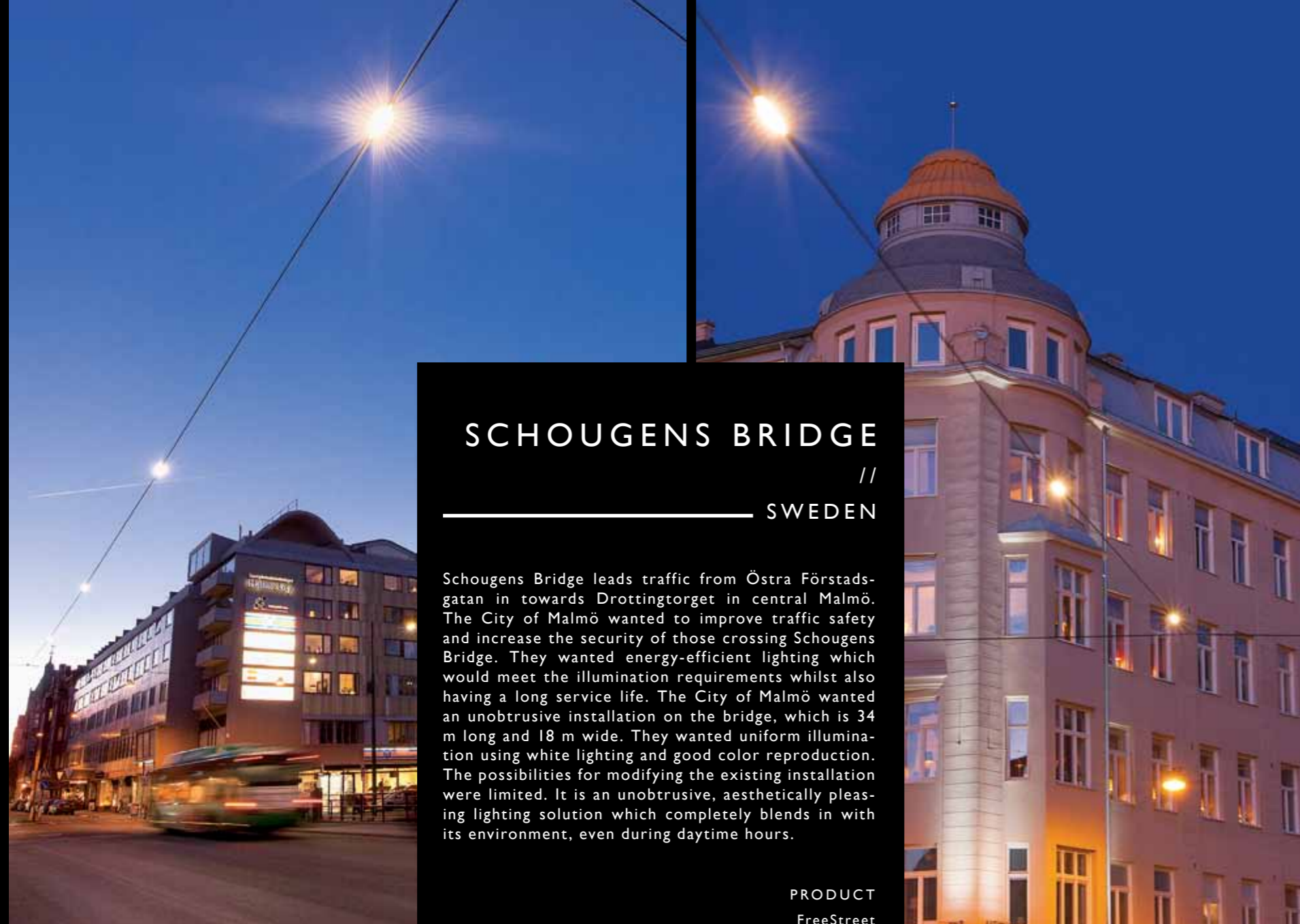
PRODUCT  
ColorReach Powercore

## FRIENDS ARENA

//  
SWEDEN

As the largest and newest indoor stadium in Sweden, Friends Arena required a lighting design that would highlight its substantial structure and complement its eco-friendly goals. A part of that experience is the lighting, which provides a visual spectacle for guests to admire before they even walk through the doors. Color schemes and light shows can easily synchronize with whatever is occurring at the arena. For example, the lights can coordinate with the colors of opposing football teams that are playing at the arena. On nights when no events are scheduled, the arena offers a basic, soft lighting scheme.

PRODUCTS  
ColorGraze  
Powercore



## SCHOUGENS BRIDGE

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 SWEDEN

Schougens Bridge leads traffic from Östra Förstads-gatan in towards Drottningtorget in central Malmö. The City of Malmö wanted to improve traffic safety and increase the security of those crossing Schougens Bridge. They wanted energy-efficient lighting which would meet the illumination requirements whilst also having a long service life. The City of Malmö wanted an unobtrusive installation on the bridge, which is 34 m long and 18 m wide. They wanted uniform illumination using white lighting and good color reproduction. The possibilities for modifying the existing installation were limited. It is an unobtrusive, aesthetically pleasing lighting solution which completely blends in with its environment, even during daytime hours.

PRODUCT  
FreeStreet

## METRONOMIS -NÆSTVED

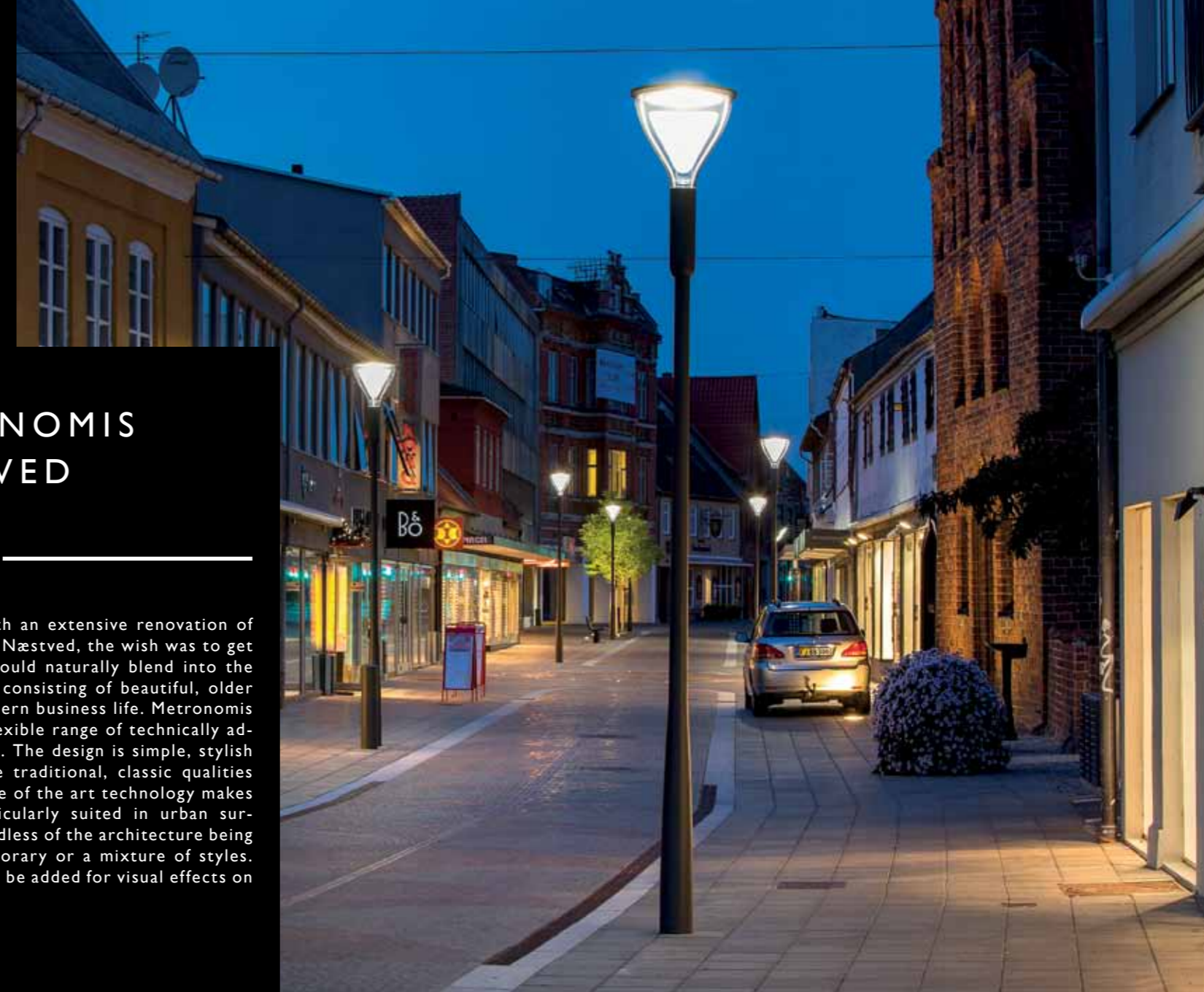
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 DENMARK

In connection with an extensive renovation of the city center in Næstved, the wish was to get a solution that would naturally blend into the city environment consisting of beautiful, older buildings and modern business life. Metronomis LED is a highly flexible range of technically advanced luminaires. The design is simple, stylish and timeless. The traditional, classic qualities in design and state of the art technology makes Metronomis particularly suited in urban surroundings – regardless of the architecture being historic, contemporary or a mixture of styles. Light patterns can be added for visual effects on the ground.

PRODUCT  
Metronomis LED





## STREET LIGHT

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 DENMARK

ParkView is a park luminaire with a light and minimalistic look. ParkView is used in most parts of Copenhagen, for instance at the outer part of Østerbro. The design of the luminaire fits well into both new and old surroundings and the LED source gives a natural, white light with good color rendering and will obtain significant energy savings. The light source is hidden behind an opal cone.

PRODUCT  
ParkView LED



## SØNDERMARKEN

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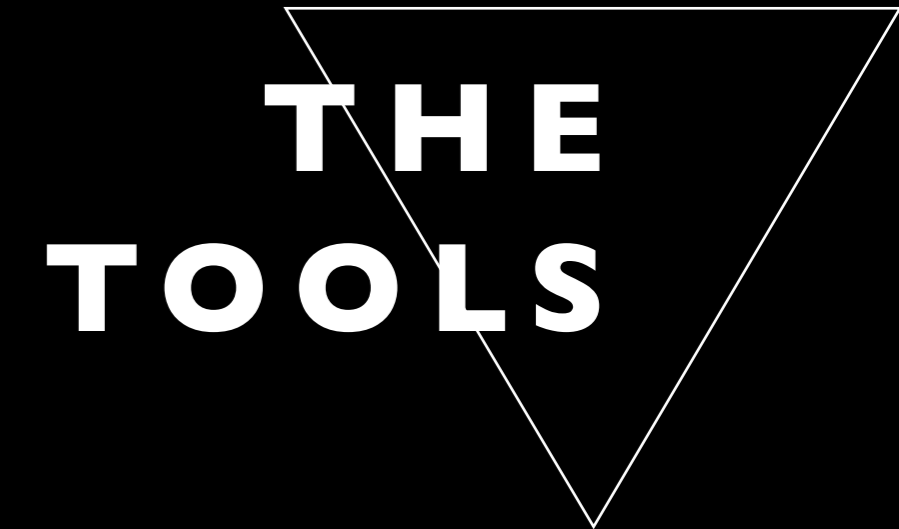
 DENMARK

Søndermarken has for more than 150 years been one of the most popular gathering and activity areas in Copenhagen and Frederiksberg. There was a request for the project to integrate intelligent light to make it extra fun to run or walk the route. This would give the runners an individual, colored light to follow, as it moves around the path at the speed rate desired by the person. The white LED-light gives a natural and precise perception of the surroundings during the dark hours, and at the same time it significantly reduces the power consumption and the carbon emission.

PRODUCT  
CitySwan LED



**THE  
TOOLS**

A white outline of an inverted triangle is positioned on the right side of the image. The words "THE" and "TOOLS" are written in a bold, white, sans-serif font inside the triangle. "THE" is on the top line and "TOOLS" is on the bottom line, both centered horizontally within the triangle's width.



## INNOVATIONS THAT MATTERS TO YOU

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LED Lighting is highly efficient, long lasting, environmentally friendly and inherently controllable – enabling both new and traditional applications of light. Already, LED based solutions illuminate famous buildings, bridges, retail shops, theatres, hotels, restaurants, urban areas etc. Common to all of our solutions is that they are based on advanced, tested technology, high technical quality and efficiency, and thorough processed design.

Over the past decade, LED technology has advanced at light speed. Thanks to considerable research and investment by companies such as Philips, manufacturing methods and technology have improved dramatically, and the result is a new lighting technology which, experts believe, will become the leading lighting technology in the years ahead.

Environmentally, we constantly work on minimizing the energy consumption and hence the carbon emission, to develop CO<sup>2</sup>-neutral production processes and to use sustainable, recyclable materials.

Our overall range of products is extensive, works for both indoor and outdoor applications, and is addressed for all kinds of buildings and projects. In the following we introduce our portfolio within architectural lighting.



## LUMINOUS TEXTILE

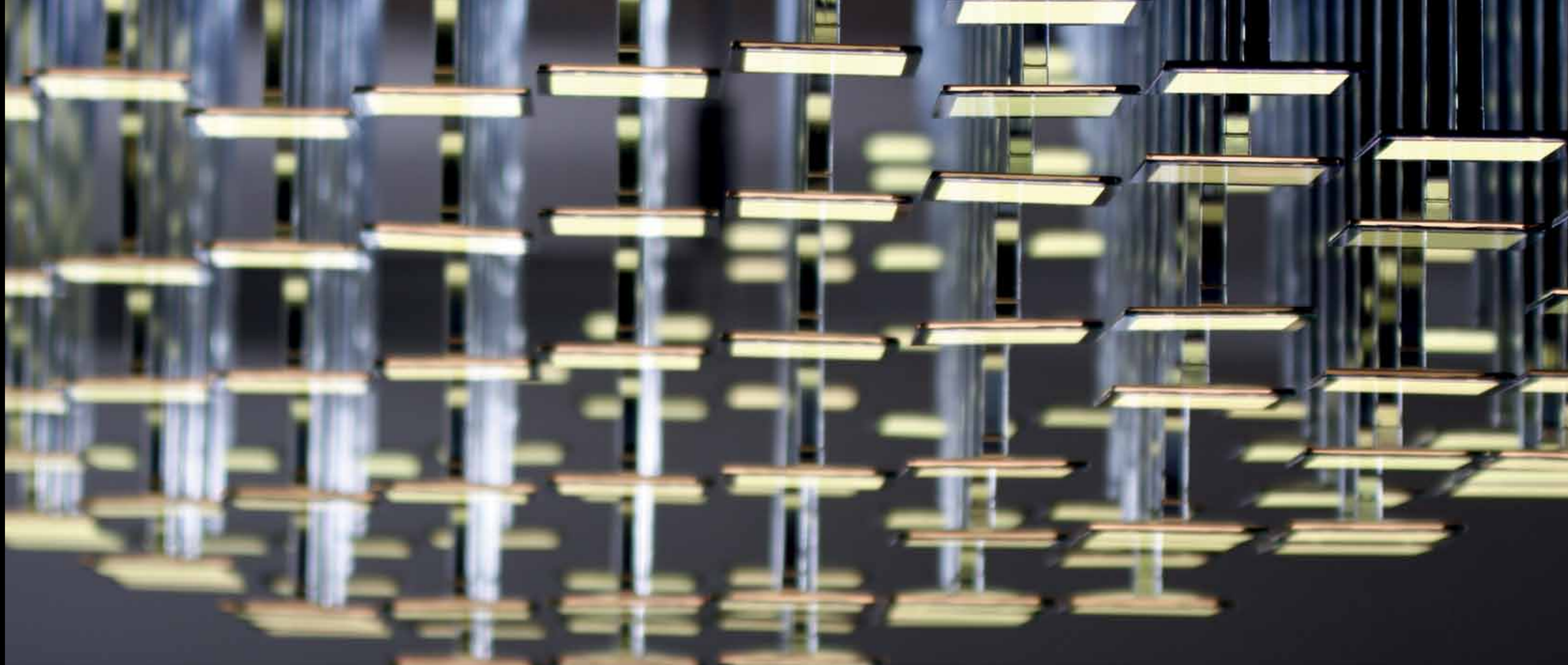
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Imagine creating a dynamic space with the power to engage and attract, surprise and delight, uplift and inspire. One that is so flexible that you can change it to reflect every mood and moment. Luminous textile is a revolutionary new way to enhance interiors with light, texture and dynamic visual content. A totally unique ambient lighting system. It integrates multi-coloured LEDs seamlessly within beautiful white or colored textile panels. The result is a "mood wall" that can integrate lighting into a building's architecture and emphasizes the concept of any room. Because of the range of fabrics and the sheer flexibility of the content, its creative potential is phenomenal. Kvadrat Soft Cells brings an extra dimension to luminous textile. Recognised by architects, designers and furniture manufacturers for the outstanding aesthetic, technological and artistic quality of their textiles, Kvadrat continually pushes the boundaries to create even more inspirational materials.

More info //

[www.largeluminoussurfaces.com](http://www.largeluminoussurfaces.com)





## OLED

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More than just a new light source.

Light is a holistic part of architecture, a beautiful dimension of space. Light brings comfort and inspires. Lumiblade OLEDs enable such light and bridges the gap between technology and creativity. In the hands of designers, simplicity and beauty come together.

With Lumiblade OLEDs, it has become even easier to create a breathtaking new form of light. As soon as it is turned on, the entire surface of the OLED delivers pleasant, non-dazzling light at a quality that other light sources and systems cannot achieve.

More info //

[www.lumiblade-experience.com](http://www.lumiblade-experience.com)





## SOUNDLIGHT COMFORT

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A synergy of comfort.

The Soundlight Comfort systems improve well-being and performance in the office space by integrating comfortable LED lighting with superior sound absorption in integrated light and acoustic ceiling systems. When both light and sound behave in a more natural way for us, we experience a unique comfort – a synergy we call Soundlight Comfort.

Soundlight Comfort Ceiling is a fully integrated lighting and acoustic ceiling system. The application area is mainly open office spaces. Soundlight Comfort Ceiling has an exposed grid system and each tile is easily demountable.

More info //

[www.soundlightcomfort.com](http://www.soundlightcomfort.com)



## HUE

Philips hue is a game-changer in lighting – a completely new way to experience and interact with light and a new era in home lighting both in the way we think about and experience light in our homes. It allows you to create and control the light using your smartphone or tablet. Bringing endless possibilities to help you get creative and help you personalize your lighting.

Philips hue is upgradeable and future-proof, with the potential for more features to be downloaded and enjoyed in the future. With its high quality energy-saving LED light, Philips hue allows you to tune shades of white light or create any color...you want?

In addition hue can do much more – please check out //

[www.meethue.com](http://www.meethue.com)

ARCHITECTUAL  
INDOOR

Feel better, work better.

As our ways of working become more intuitive, so should our office space. Good lighting that is tailored to individual tasks help staff to work more effectively during the day. Our solutions shine with impressive visual comfort, glare control and colour consistency, to create the most comfortable office ambience. And when people feel better, they work better too.



CELINO LED



DAYWAVE



LUXSPACE



LUMISTONE



EXACTEFFECT



CELINO LED



EW DOWNLIGHT POWERCORE



SMARTBALANCE



ARCHITECTUAL  
INDOOR

Light when and where it is needed.

Lighting is an attractive way to make instant energy savings all around the office. However in open plan layouts, spaces are never used in the same way. Can one solution fit all? With the right combination of luminaires and controls you can improve the energy performance of your building and enhance the working environment.

## ARCHITECTURAL INDOOR

Light can set the mood in a split second, or change it on the fly. Light can be used to make a room appear brighter, cheerier or more relaxed. Change from cool white on a hot summer day, to a warmer white during the cooler hours of the evening, making people feel more comfortable. Or, add a touch of color, which instantly will get people in the right mood. It is all about dynamics, contrasts, color/color temperature and brightness and the balance of these elements. It is crucial that these elements stay in context with the surrounding conditions.



SKYRIBBON INTELLIHUE



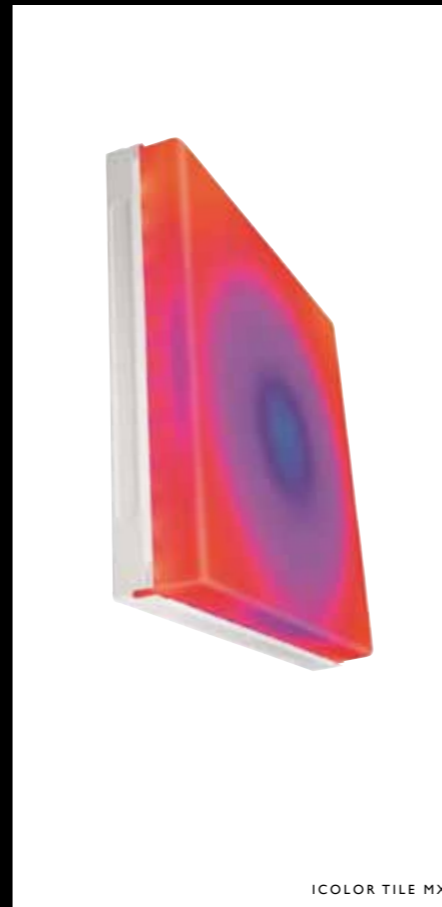
EW COVE POWERCORE



ICOLOR FUSE POWERCORE



EW ACCENT POWERCORE



ICOLOR TILE MX



ICOLOR FLEX MX

## DIRECT VIEW

Light can be used to generate extraordinary effects, stunning light art and intricately designed effects in a variety of applications for direct-view, large-scale video, graphics as well as for accent applications such as path and marker lighting.

Dynamic lighting is a powerful tool for lighting designers to create expressive environments.

These effects can be created with different kinds of fixtures, like LED Tiles, LED nodes, LED Bars etc. These fixtures can enable patterns and video on almost any interior or exterior surface, including ceilings, floors, three-dimensional objects, sculptures, and more.

ILLUMINATION

Light emphasizes the architecture and enhances the usability of the city. Illumination of larger scale structures can be done in different ways, depending on the atmosphere that you want to create.

Grazing fixtures offer the ability to graze surfaces with dramatic, dynamic light. The intention is to reveal the texture of a brick, stone or other rough surfaces. Floodlighting is used to even out the surface, making it look smooth, clean and minimalistic. It is important to consider the texture and material that is going to be lit up, and the atmosphere you want to create.

Light color or color temperature is also of great importance, as different shades of white/colors can change the character of a building completely.



IW GRAZE QLX POWERCORE



EW REACH POWERCORE



COLOR REACH POWERCORE



EW BLAST POWERCORE



IW REACH COMPACT POWERCORE



EW REACH COMPACT POWERCORE



EW BURST COMPACT POWERCORE



EW BURST COMPACT POWERCORE



EW BURST COMPACT POWERCORE



EW BURST COMPACT POWERCORE



EW BURST COMPACT POWERCORE



AMPHILLUX COMPACT



AMPHILUX MINI

MINI DECOFLOOD LED

ILLUMINATION

Lighting can give a different look and feel to an existing structure. It can be used to change perceptions. It can create smooth or dramatic effects. It can contribute to discover new things and see a different context.

Light is inspiring, authentic and viable.



URBAN  
ROAD

Urban lighting is all about creating a space that is livable, safe and comfortable at the same time.

The appearance of a street, a square or a building is closely tied together with the lighting of the space. Light can help create safety, but also to establish an identity for the space. The space gets a meaning.



CITYSOUL



URBANSCE



FREESTREET



CITYSPIRIT STREET



METRONOMIS LED



CITYSWAN LED



GRASS LED



PARKVIEW LED

URBAN  
PARK

Interaction of the light, space and atmosphere that is well thought out, will make a place stand out.

Light is a powerful tool to change the atmosphere of an environment completely.

If we understand the aesthetic and emotional aspect of light, we will improve the quality of light. Light is a true spatial element, providing people with comfort, guidance, inspiration and excitement.

CONSUMER  
LUMINAIRES

We have designed a range of modern classics called Lirio by Philips that uses the latest LED technology, to create a surprising twist on a very familiar archetype.

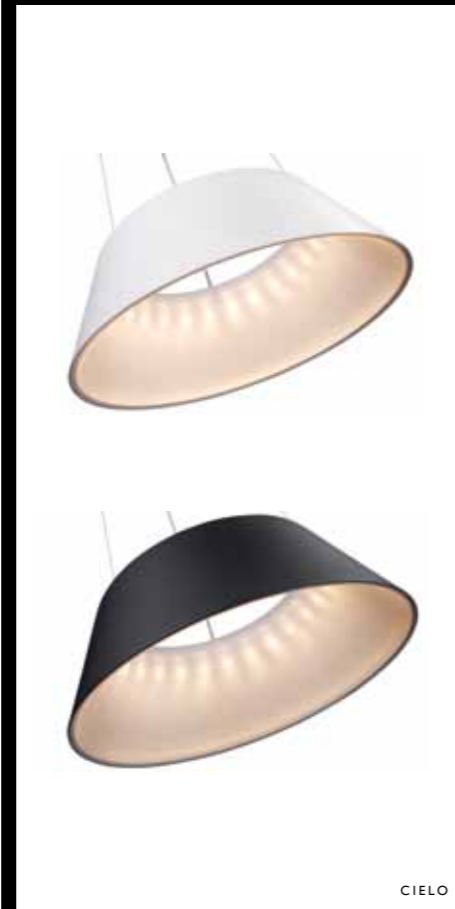
The design of the award-winning Lirio by Philips is a perfect blend of tradition and technology, and it extends the design possibilities of LED technology.



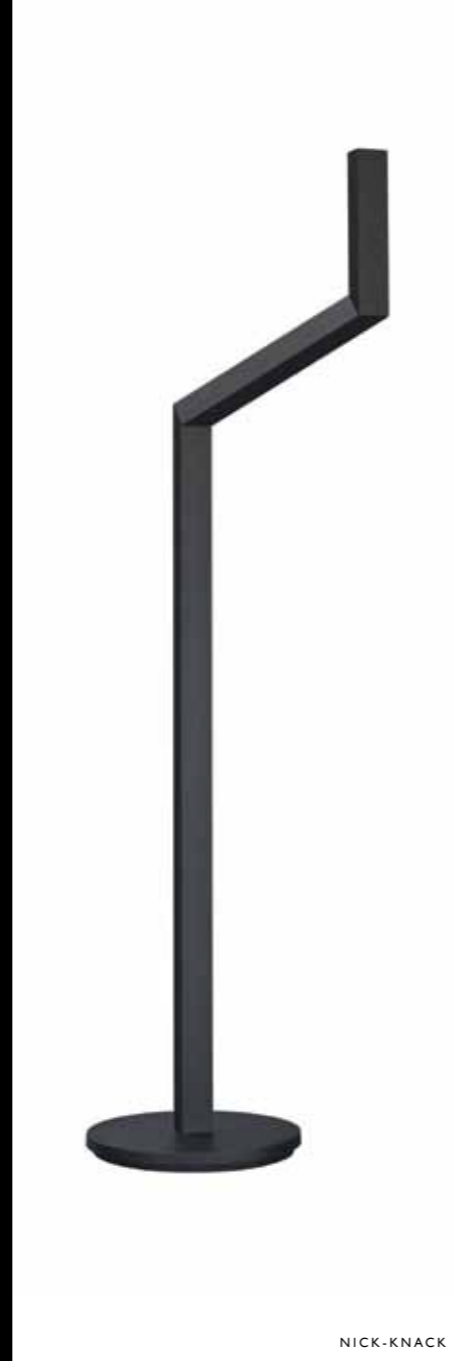
ECLIPTIC



ECLIPTIC



CIELO



NICK-KNACK



MASTER LEDSPOT PAR38



MASTER LEDBULB DIMTONE



MASTER LEDLUSTER



MASTER LEDSPOT LV



MASTER LEDBULB



MASTER LEDCANDLE



MASTER LEDSPOT MV



MASTER LEDBULB



MASTER LEDCANDLE

LAMPS

Energy efficiency is more than a trend. The need for it is real. And each of us contributing to it becomes easier than ever. This is not new, but also not very intriguing. However, intriguing is what is possible with today's technology. Energy efficient lighting becomes more stylish and ambiance creating than ever! There is no need to compromise on light quality, on choice or on style.

While Philips LED lamps are retrofit to your existing solutions it contains "jewels" in its portfolio, for example with the innovative lotus lens in the LEDcandle which enables a unique sparkling effect. The Dimtone feature makes you enjoy the coziest environment while saving energy. Experience how energy efficient lighting becomes stylish with Philips.

**THE  
PASSION**



## SEEING IS BELIEVING

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One of our ambitions is to give you as a business partner freedom to create new lighting solutions that no one would have imagined just a few years ago.

That is why we continuously invite architects, lighting designers, interior designers and engineers into our development centers and factories. Similarly we also organize “hands-on” courses, where among other things, innovations which have not yet been put on the market, are presented.

We believe in “Seeing is believing” and behind these events lies a wish to communicate the knowledge about the newest possibilities, and to establish a familiarity with the user of LED and artificial light in general. We have experienced advisors of light, who would love to present our products and offers about total solutions, financing, support and maintenance. Via different subsidiaries we can furthermore offer expertise within many special fields.

Our commitment to expand the collaboration with our partners and the lighting industry is underlined here in the Nordics, by our partnership with. SYN-TES, NSS, Valo Teknillinen Seura, Green Building Council, FABA, PLDA, Dansk Center for Lys and Lyskultur. Philips has received several international awards for innovation, design and eco-sustainability. In 2012 we received 31 iF product design awards in various categories, as well as 22 red dot award; product design awards in 2013.

## OUR SUB BRANDS

### PHILIPS DYNALITE

is synonymous with the creation of sophisticated, simple, reliable and energy-efficient lighting control solutions. An industry leading innovator for over 20 years, Philips Dynalite is the solution of choice for a wide range of 'smart home', energy management and architectural lighting control applications.

More info //

[www.philipslightingcontrols.com/](http://www.philipslightingcontrols.com/)

Dynalite

### COLOR KINETICS

Based in Boston, Massachusetts, USA, is a leader in designing and marketing innovative lighting systems based on LED. The company has a broad technological portfolio covering important patents relating to intelligence and control technology for LED lighting. Color Kinetics also has in excess of 34,000 professional installations worldwide and an array of large, industrial customers in professional channels.

More info //

[www.colorkinetics.com](http://www.colorkinetics.com)

### ILTE LUCE

Since its start two decades ago, Ilte Luce has built a renowned reputation with leading architects, delivering innovative lighting experiences and solutions for the fast growing, high-end architectural market. Ilte Luce, based in Turin, Italy, was founded in 1989 and has since become one of Europe's largest LED lighting manufacturers specialized in indoor lighting solutions for architects designing lighting plans for buildings such as shops and museums.

More info //

[www.iltiluce.com](http://www.iltiluce.com)

### LUCEPLAN

Based in Milan, the city of design, Luceplan is a market leader in the design lighting field. Luceplan was set up with the objective of creating and producing interior and exterior lighting that enhances the quality of life. Consequently, Luceplan's product portfolio consists of a wide range of consumer luminaires with a strong design component. The company has a broad range of table and floor luminaires, ceiling pendants and wall fixtures, as well as an outdoor range, which reflects the quality of design and innovation of the indoor products. With its special approach to projects, Luceplan has won many acknowledgements given by the most prestigious institutions in the design scene, such as Good Design, Design Plus and the European Community Design Prize.

More info //

[www.luceplan.com](http://www.luceplan.com)

## DISCOVER OUR LIGHTING APPS

### WHERE TO DOWNLOAD

Our range of apps will give you all the information you need, wherever you are.



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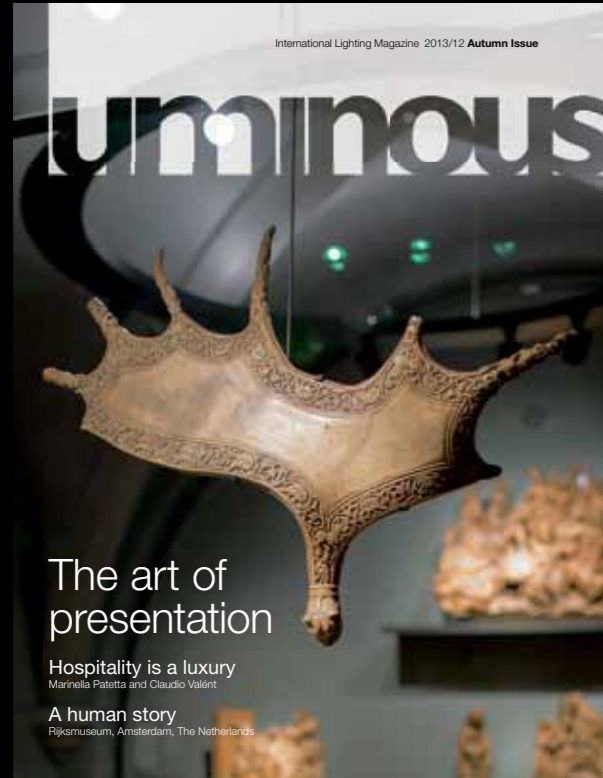


### LIGHTCOLLECTOR

The LightCollector will embrace and celebrate light in its broadest context and everybody in the lighting industry can contribute, using an app or web-site. Collectively we will become LightCollectors by capturing, sharing and inspiring others with visuals that inspire us.

### LIGHTING HUB APP

The Philips Lighting Hub is a great source for inspiration and information and helps you plan your projects. The Hub contains inspirational projects and also offers you the complete global professional lighting portfolio for easy access offline without being on the internet. Add products to your project planner and share with everybody.



## LUMINOUS MAGAZINE & E-LUMINOUS

To strengthen the dialogue with our partners, Philips furthermore publishes an international Lighting magazine full of of inspiration, ideas, counseling and interesting research in the field of light.

### E-LUMINOUS NEWLETTERS

E-Luminous is our quarterly e-newsletter where we share the latest ideas and inspiration from the world of professional lighting. Each issue contains an interview, inspiring lighting projects, the latest innovations and other interesting topics.

### REACH US

If you wish to get the magazine, sign up for our e-newsletter or get in personal contact with us, please reach us at //

[creatives.nordic@philips.com](mailto:creatives.nordic@philips.com)

