



**PHILIPS**

Industry lighting

GreenParking

Parking Massa



Case Study

# A parking first

in the heart of Tuscany

GreenParking provides an innovative solution in Massa, Italy



**Client**  
Municipality of Massa  
.....  
**Location**  
Massa (MS)  
.....  
**Lighting system**  
Pacific LED GreenParking

## Background

With a population of approximately 70,000 Massa is the administrative center of the province of Massa Carrara, in Tuscany. Malaspina castle, which dominates the surrounding area, is set on a nearby hill.

The town elevation varies between sea level and 1,891m up on Mount Tambura. Although the majority of the area is mountainous, Massa is set in an alluvial plain.



## Customer challenge

In July 2015, the municipality of Massa went to tender for the construction of the lighting system for the new two-story underground parking lot and the square above it, located between via Bastione and via delle Mura Sud.

The municipality was looking to select a partner which could offer an innovative solution and high energy efficiency.

Gaina Ivano, the company that put in the winning bid, chose Philips as technology partner, thanks to the highly innovative content of their suggested solutions and the ability to meet the municipality's needs perfectly.

## GreenParking

For the first time in Italy, Philips introduced GreenParking, a smart system for covered parking lots which guarantees safety and visual comfort, while at the same time providing exceptional energy savings, low maintenance, and great durability.

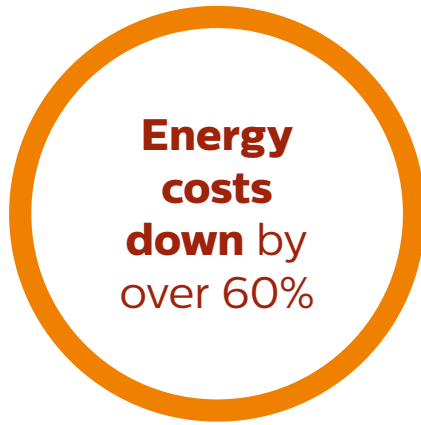
Thanks to its innovative functionalities, Philips GreenParking provides parking lot users with a new experience and a completely unique way to enjoy an ordinary environment, ensuring higher safety and enabling ease of movement throughout the building.

The lighting is activated before occupation, meaning that a vehicle approaching a corner or a pedestrian on a staircase or in a corridor will find the preceding area already lit, with obvious benefits in terms of visual impacts and safety. Thanks to LED lighting, the system can be controlled wirelessly and remotely to detect presence, allowing fast intervention when needed and noticeable savings on managing costs, with a fast ROI.

The parking lot project involved the installation of 130 LED lights across eight areas, each controlled by the system through a light and motion sensor to ensure lighting where and when needed, leaving no dark areas.

As well as the multistory parking lot, Philips' partner was also in charge of lighting the new square above it and the nearby playground. The playground was lit using Vaya Flood Miniflux LED technology - a dynamic, color-changing system which offers the best lighting during playtime. The low lights, located underneath park benches and on the access staircase, create a spectacular setting and a pleasant, engaging experience.





## The benefits

The GreenParking lighting system delivered a number of benefits to the municipality and the citizens of Massa.

The parking lot is lit in an optimal and efficient way: if the sensors don't pick up any motion, only 20% of the power is used, while 100% of power is on when people or vehicles are present.

The innovative solution for managing lighting, coupled with Philips LED technology, make this project a unique example of energy efficiency, and the first of its kind in Italy. Compared to a traditional parking lot, Philips GreenParking system allows energy savings of over 60%.

“We are proud to contribute to the first parking lot in Italy equipped with the **innovative GreenParking technology**. Thanks to our know-how, the municipality of Massa enjoys important **improvements in terms of energy and money savings**, and the population **benefits from better well-being and safety**.”

**Daniela Pavone, Marketing Director Philips Lighting Italy, Greece and Israel.**









